EVALUATION OF THE EFFECTIVENESS OF PROGRAMS CONTAINED IN THE "FRAMEWORK FOR COOPERATION TO REDUCE TRAFFIC CONGESTION AND IMPROVE AIR QUALITY"

Phase Three

FY2002 ATLANTA TDM FRAMEWORK FINAL REPORT

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APPENDIX A – PERFORMANCE MEASURE CONTINUUM

PERFORMANCE MEASURE CONTINUUM

	AWARENESS	ATTITUDES	PARTICIPATION	SATISFACTION	UTILIZATION	IMPACTS
Objective:	Increase awareness of the public and employers and property managers of transportation issues, options, and services	Encourage positive attitudes of the public and employers and property managers about transportation and travel topics and options	Encourage use of partner program services to obtain travel info or facilitate alternative mode arrangements	Ensure satisfaction of service users with partner program assistance services they receive	Encourage trial use of alternative modes and maximize continued use of alternative modes	Generate travel and emission impacts/benefits from use of alternative modes
Performance Measures	Awareness of – · Media messages · Problems/issues · Modes available (solutions) · Resources and assistance services · Info/assistance outlets	Attitudes about – · Alternative modes · SOV · Services offered	Commuter contacts – · Calls to program numbers · Website hits · Commuter fair contacts · Ridematch applications · Transit pass sales · GRH registrants · Commuter clubs Employer and property manager contacts – · Clients · Clients with TDM program · Clients with TW/AWS program	Satisfaction characteristics – · Time to obtain assistance · Convenience of service access/ availability · Accuracy/quality of info · Usefulness of info	Alternative mode use (continued, trial, and one-time) – · Program service mode split and placement rate (regional rideshare database and transit pass) · Regional survey mode split · Partner self-reports mode split · TW employees · AWS employees	Impact measures – · Carpool/ vanpool placements · Transit placements · TW/AWS placements · Vehicle trips reduced · VMT reduced · Emissions reduced · Program cost-effectiveness · Energy and consumer savings

TW=Telework; AWS= Alternative work schedule

Primary Performance Measures

Awareness Performance Measures -

- Percentage of commuters with unaided and aided recall of marketing messages;
- Percentage of commuters who know about carpooling, vanpooling, transit, teleworking, alternative work schedules, and bike/walk;
- Percentage of commuters who know about the programs and services supporting the Framework;
- Percentage of employers or property managers who know about the programs and services supporting the Framework;
- Percentage of commuters who are aware of employer and property manager-provided TDM services;
- Percentage of commuters who know how to access Framework supporting programs and services;
- Percentage of employers and property managers who know how to access Framework supporting programs and services.

Attitude Performance Measures -

- Percentage of commuters who consider transportation, congestion, and air quality problems to be serious or very serious problems in the Atlanta region, relative to other social issues OR commuters' average rating of "seriousness" of those problems;
- Percentage of commuters who associate transportation/congestion/air quality problems with use of single occupancy vehicles (SOVs) for commuting;
- Percentage of commuters who have positive attitudes about carpooling, vanpooling, transit, teleworking, alternative work schedules, and bike/walk;
- Percentage of commuters who would be willing to try carpooling, vanpooling, transit, teleworking, alternative work schedules, and bike/walk for commuting;
- Percentage of commuters who believe the Framework and supporting programs and services are likely to be valuable to themselves and to others and who believe the services should be available to commuters;
- Percentage of commuters who have considered using those services;
- Number of employers and property managers who considered contacting a Framework partner program for assistance;
- Percentage of commuters who believe employers' and property managers' TDM services are likely to be valuable to themselves and to others;
- Percentage of commuters who have considered using employer and property manager-provided TDM services.

Participation Performance Measures -

- Number of calls commuters made to information telephone and Internet resources;
- Number of calls employers or property managers made to Framework supporting programs for information or assistance;
- Number of commuters exposed to Framework supporting programs through commuter fairs and seminars;
- Number of commuters who register for/use Framework supporting program and services;

- Number of employers and property managers who request/receive assistance from the Framework supporting programs to implement TDM strategies;
- Number of employers and property managers who implement various levels of TDM services (including TW, AWS) with the assistance of Framework programs and number of employees at these worksites;
- Percentage and number of commuters who have used various TDM services provided by employers and property managers.

Satisfaction Performance Measures -

- Percentage of service users who rated various services as excellent or very good overall;
- Percentage of service users who desired improvements to certain service features;
- Percentage of employers and property managers who rated services as excellent or very good overall;
- Percentage of employers and property managers who desired improvements to certain service features;
- Percentage of commuters who are satisfied with the TDM services provided by employers and property managers;
- Percentage of commuters who want services that are not provided by their employers and property managers.

Utilization Performance Measures -

- Percentage of commuters in the regional rideshare database who use alternative modes;
- Percentage of commuters who started using a new alternative mode, increased their use of alternative modes, or maintained their use of an alternative mode after receiving a regional rideshare database service;
- Percentage of commuters who buy transit passes who started using transit, increased their use of transit, or maintained their use of transit after starting to buy passes;
- Percentage of commuters at partner self-report worksites who use alternative modes;
- Percentage of commuters at partner worksites who telework;
- Percentage of commuters at partner worksites who work an AWS (compressed work week, flextime);
- Percentage of regional commuters who telework;
- Percentage of regional commuters who work an AWS (compressed work week, flextime);
- Percentage of commuters in the population at large who use alternative modes for their commute to work;
- Ridership/passengers using partner-sponsored shuttle services.

Travel and Emission Impact Performance Measures -

- Number of alternative mode placements;
- Number of vehicle trips reduced by TDM activities;
- Number of vehicle miles traveled (VMT) reduced by TDM activities;
- Tons of oxides of Nitrogen (NO_x) reduced by TDM activities;
- Tons of Volatile Organic Compounds (VOC) reduced by partner program activities.

APPENDIX B – FY2002 DATA COLLECTION SUMMARY REPORTS

APPENDIX B-1 – DECEMBER 2002 REGIONAL TRANSPORTATION SURVEY FINAL REPORT

EVALUATION OF THE EFFECTIVENESS OF PROGRAMS CONTAINED IN THE "FRAMEWORK FOR COOPERATION TO REDUCE TRAFFIC CONGESTION AND IMPROVE AIR QUALITY"

PHASE THREE

DECEMBER 2002 REGIONAL TRANSPORTATION SURVEY FINAL REPORT

PREPARED FOR:
GEORGIA DEPARTMENT OF TRANSPORTATION

PREPARED BY:
CENTER FOR TRANSPORTATION AND THE ENVIRONMENT

IN ASSOCIATION WITH
WIRTHLIN WORLDWIDE

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EXECUTIVE SUMMARY

INTRODUCTION

This report presents the results of a regional transportation survey of randomly selected residents in the Atlanta 13-county nonattainment area[1]. The survey, conducted in December 2002, assesses general trends in awareness, attitudes, and use of alternative forms of transportation for commuting among residents in the 13-county area. Survey respondents were asked about their awareness and attitudes regarding recent transportation and air quality advertising activities and about their awareness, interaction, and contact with regional and employer-sponsored programs and services available to help with their commute to and from work.

The survey is part of a broad research and measurement program sponsored by the Georgia Department of Transportation (GDOT) known as the "Evaluation of the Effectiveness of Programs contained in the Framework for Cooperation to Reduce Traffic Congestion and Improve Air Quality." It is the sixth regional transportation survey conducted on behalf of the GDOT over the past three year of the research and measurement program.

The research and measurement program evaluates the effectiveness of programs aimed at changing individual and employer behavior about the voluntary use of alternative transportation to help reduce traffic congestion and improve air quality in the metropolitan Atlanta region. The programs are referred to as the Atlanta TDM Framework and include organizations such as The Clean Air Campaign, Transportation Management Associations, and the Atlanta Regional Commission.

CONCLUSIONS

The ultimate goal of the Atlanta TDM Framework is to encourage commuters who are driving alone to work to shift to alternative transportation modes and to encourage commuters who currently use alternative modes to continue to do so. Before this can happen, commuters must be aware of the problems associated with driving alone and the programs and services available to help them with their commute. A brief summary of the survey findings for the December 2002 regional transportation survey is presented below.

Metro Atlanta residents are aware the region is experiencing problems with traffic congestion and air quality and recall seeing, reading, or hearing information related to these issues. Metro Atlanta residents also show moderate to strong recall on information about specific commute alternatives and commute assistance programs. The majority of metro Atlanta residents cannot recall the sponsor of the information they saw, read, or heard. However, The Clean Air Campaign and the Department of Transportation were the most prevalent responses for those who could recall the information.

Metro Atlanta residents show continued awareness, near 50% or more, for several regional services available to help commuters, including the 1-877-CLEANAIR and 1-87-RIDEFIND information lines. Residents who work in more urbanized areas of the region show the greatest awareness of regional services.

Metro Atlanta residents also show strong awareness of The Clean Air Campaign organization. Nearly half associate The Clean Air Campaign with some form of alternative transportation activity, a slight increase from the previous year. Residents continue to describe carpool encouragement and carpool matching services as primary functions of The Clean Air Campaign.

[1] Thirteen (13) county nonattainment area includes Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Paulding, and Rockdale counties.

Atlanta residents consider traffic congestion and air quality serious quality of life issues. About half of the metro Atlanta residents who said their employer offered employer-sponsored commute assistance programs gave employer-sponsored programs a ranking of extremely valuable or very valuable. The majority of metro Atlanta residents who have been in contact with The Clean Air Campaign organization gave it an extremely valuable or somewhat valuable ranking.

Contact and actual use of regional services among metro Atlanta residents is most notable for services related to transit use and services provided by information specialists at the region-wide information phone lines (1-877-CLEANAIR and 1-87-RIDEFIND) and at The Clean Air Campaign website (www.cleanaircampaign.com).

More metro Atlanta residents had access to worksite commute assistance programs in 2002 than in 2001. Availability of commute assistance programs was more common for residents working in more urbanized areas. These residents have lower drive alone rates and are more likely to try commute alternatives than employees who said they did not have access to services provided by their employer.

The percentage of metro Atlanta residents noting availability of specific employer-sponsored programs did not increase substantially over the fiscal year; the only significant increase was employer-sponsored carpool subsidies. One-in-three metro Atlanta residents who said their employer offers commute assistance services used at least one service during the year.

RECOMMENDATIONS

As mentioned previously, the ultimate goal of the Atlanta TDM Framework is to encourage commuters who are driving alone to work to shift to alternative transportation modes and to encourage commuters who currently use alternative modes to continue to do so. The conclusions above indicate that metro Atlanta residents are aware of the problems and, to some degree, the regional services available to assist them. And, although limited, metro Atlanta residents who are ware of the regional services are contacting and using them for commute assistance. The measurement team offers the following recommendations to help increase the level of awareness, contact, and use of commute assistance programs in the future:

- *Encourage Employers and Property Managers to Implement More Enhanced Commute Assistance Programs (e.g., financial incentives)*
- *Target Urbanized Areas*
- *Focus Outreach on Employers and Property Managers*

SECTION 1 OVERVIEW

PURPOSE OF THE REPORT

The purpose of this report is to present the results of a regional transportation survey of randomly selected residents in the Atlanta 13-county non-attainment area. The survey is part of a broad research and measurement program sponsored by the Georgia Department of Transportation (GDOT) known as the "Evaluation of the Effectiveness of Programs contained in the Framework for Cooperation to Reduce Traffic Congestion and Improve Air Quality." It is the sixth regional transportation conducted on behalf of the GDOT over the past three year of the research and measurement program.

The research and measurement program evaluates the effectiveness of programs aimed at changing individual and employer behavior about the voluntary use of alternative transportation to help reduce traffic congestion and improve air quality in the metropolitan Atlanta region. The programs are referred to as the Atlanta TDM Framework and include organizations such as The Clean Air Campaign, Transportation Management Associations, and the Atlanta Regional Commission.

The survey, conducted in December 2002, assesses general trends in awareness, attitudes, and use of alternative forms of transportation for commuting among residents in the 13-county area. Survey respondents were asked about their awareness and attitudes regarding recent transportation and air quality advertising activities and about their awareness, interaction, and contact with regional and employer-sponsored programs and services available to help with their commute to and from work.

ORGANIZATION OF REPORT

The report is divided into 4 sections.

- Section 1 – Purpose and organization of the report
- Section 2 – Description of data collection and methodology
- Section 3 – Description of survey results
- Section 4 – Conclusion and recommendations

This report also includes an appendix with the final survey instrument.

SECTION 2 DATA COLLECTION

This section briefly describes the regional transportation survey methodology.

QUESTIONNAIRE DEVELOPMENT

The measurement team developed the survey questionnaire with input from partners of the Atlanta TDM Framework (Framework partners) and conducted the survey by telephone using a Computer Assisted Telephone Interviewing System (CATI). While based on previous regional transportation surveys, the measurement team made significant changes to the survey, at the request of Framework partners, to gauge influence or motivating factors for discontinued or infrequent use of alternative modes.

SAMPLE PREPARATION

Approximately 1,500 residents in the 13-county non-attainment area participated in the December 2002 regional transportation survey. The measurement team stratified and weighted the sample to ensure representation of the region and set minimum sampling quotas by pre-determined geographic employment areas. The employment areas, shown in Table 1, closely follow designated employer outreach service areas or territories in the 13-county non-attainment area for Transportation Management Associations and The Clean Air Campaign. The margin of error for the survey is +/- 2.5% in 95 out of 100 cases (95% confidence level).

TABLE 1: RESPONDENT SAMPLE QUOTAS BY EMPLOYMENT AREA

December 2002	Respondent Employment Area
8%	BUCKHEAD (Includes Buckhead, Lenox, and Phipps
10%	CUMBERLAND (Includes Cumberland, Galleria, and Vinings)
7%	TOWN CENTER (Includes Town Center and Kennesaw
11%	AIRPORT (Includes Hartsfield)
11%	PERIMETER (Includes Perimeter, Dunwoody, Sandy Springs, and Brookhaven)
8%	DECATUR (Includes Clifton, Emory, Decatur, Druid Hills, and Virginia Highlands)
9%	MIDTOWN (Includes Midtown, Georgia Tech, and Colony Square)
9%	DOWNTOWN (Includes Downtown, CNN Center, Federal/State Office Buildings, Georgia State University, The Capitol, 5 Points, Underground, and Peachtree Center)
7%	NORTH FULTON/400 CORRIDOR (Includes Roswell, Alpharetta, Crabapple, and Mountain Park)
7%	NORCROSS/PEACHTREE INDUSTRIAL/141 (Includes Norcross, Duluth, Berkeley Lake, and Peachtree Corners)
9%	SOUTH ATLANTA (Peachtree City, Newnan, Fayetteville, Fulton Industrial Blvd McDonough, Locust Grove, Hampton, Stockbridge, Jonesboro, Fairburn, and Union City)
5%	Other areas include: Austell, Buford, Cherokee, Cobb, Cumming, Douglas, Douglasville, Doraville, Gwinnett, Lawrenceville, North Atlanta, Northwest Atlanta, Paulding, Stone Mountain, Tucker, and Woodstock (less than 1%).
--	Don't Know/Refused

SURVEY PRE-TEST

The measurement team completed 10 surveys before conducting the full survey. After examining and discussing the results, the measurement team began interviewing the full sample with minimal questionnaire modification.

SURVEY ADMINISTRATION

Wirthlin Worldwide, the survey administrator, conducted the survey from between December 9 and December 21, 2002.

SECTION 3 SURVEY RESULTS

INTRODUCTION

As mentioned previously, the regional transportation survey interviewed 1,500 residents in the 13-county non-attainment area. This section presents the key survey findings for eight primary topic areas. The topic areas closely follow the continuum of behavior change developed by the measurement team in FY2001 to measure the region's progress in changing individual and employer behavior about the voluntary use of alternative transportation to help reduce traffic congestion and improve air quality in the metropolitan Atlanta region. From initial awareness to taking an action, the continuum includes a progression of steps commuters typically take before making a permanent behavior change. The topic areas include:

- Awareness of the traffic congestion and air quality issues
- Awareness of the regional programs and services to help with commuting
- Attitudes about regional commute assistance programs and services
- Contact with regional commute assistance programs and services
- Participation in regional commute assistance programs and services
- Commute assistance services provided by employers
- Commute behavior (current and trial use)
- Factors influencing alternative mode use

The regional transportation survey is the sixth regional transportation survey conducted by the measurement team over the past three years. December 2002 regional transportation survey findings are compared to previous regional surveys findings in this section, when possible. The schedule and sample sizes for the six surveys are presented in Table 2.

TABLE 2: REGIONAL TRANSPORTATION SURVEYS

Survey Month/Year	Sample Size
March 2000	758
June 2000	603
September 2000	603
November 2000	600
May 2001	1,501
December 2001	1,000
December 2002	1,500

A host of conditions related to urbanization, such as employment density, infrastructure availability, parking availability, and traffic congestion, play a role in commuter interaction with and use of commute assistance programs. As such, comparisons between survey responses and the level of urbanization or density for the respondents' work location are also presented in this section. The levels of urbanization classifications shown in Table 3 are based on the defined geographic territories for the region and urbanizations factors such as employment density, transit access, and parking availability. For example, high urbanization areas have higher employment density, the greater transit access, and limited parking availability than medium urbanization areas, while medium urbanizations areas have higher employment density, greater transit access, and limited parking availability than low urbanization areas.

TABLE 3: RESPONDENT WORK LOCATION BY LEVEL OF DENSITY

Level of Urbanization	Percentage
High (n=386)	**37%**
Downtown	9%
Buckhead	8%
Midtown	9%
Perimeter	11%
Medium (n=364)	**36%**
North Fulton/400 Corridor	7%
Airport	11%
Cumberland	10%
Decatur/Clifton Corridor	8%
Low (n=286)	**28%**
Norcross/Peachtree Industrial	7%
South Atlanta	9%
Town Center	7%
Other	5%

AWARENESS OF THE PROBLEMS

Typically commuters must be aware of the problems relating to driving alone, and particularly commuting alone, before they will make a permanent commute change. Commuter awareness of these can be a critical precursor to alternative mode use and typically is one of the first steps an organization such as The Clean Air Campaign or Transportation Management Association will take to generate interest in commute alternatives. Below are some key findings identified in the regional transportation survey gauging commuter awareness of traffic congestion and air quality problems.

Seriousness of the Problem

Metro Atlanta residents are aware the region is experiencing problems with traffic congestion and air quality. When asked to rate the seriousness of various issues in Atlanta on a one-to-ten scale, Atlanta residents rank traffic congestion an 8.4 and air quality an 8.5 (where "1" means not at all important or serious and "10" means very important or serious).

TABLE 4: AIR QUALITY AND TRAFFIC CONGESTION CONCERN
(n=1,500)

Regional Transportation Surveys	Mean Rating (1-10 scale)	
	Air Quality	Traffic Congestion
May 2001	7.8	8.8
December 2001	8.4	8.5
December 2002	8.5	8.4

QUESTION: Using a scale of 1 to 10, where a "1" means it is not at all important or not at all serious and a "10" means it is very important or very serious. The first/next issue is…

Quality of Life Information Recall

When asked about awareness of quality of life issues they saw, read, or heard information about, metro Atlanta residents continue to recall traffic congestion (55% recall) and air quality (45% recall) issues. As shown in Table 5, there has been a substantial increase in recall of traffic congestion related information over the span of the six regional transportation surveys conducted as part of the research and measurement program. Increases in recall from December 2001 to December 2002 are statistically significant.

TABLE 5: QUALITY OF LIFE – METRO ATLANTA RESIDENT INFORMATION RECALL

Regional Transportation Surveys	Information Recall	
	Traffic Congestion	Air Quality
June 2000	23%	46%
September 2000	31%	36%
November 2000	36%	37%
May 2001	32%	57%
December 2001	31%	32%
December 2002	55%	45%

QUESTION: What was the issue you saw, read, or heard information about?
(Modified in December 2002, from "advertising" recall to "information" recall.)

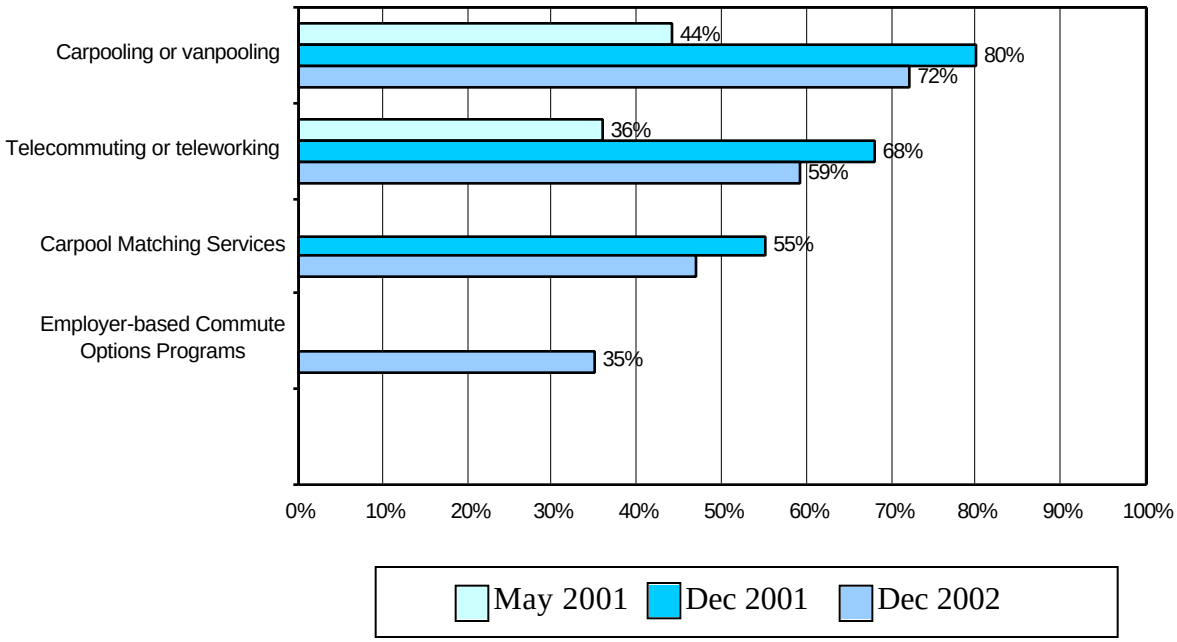
AWARENESS OF SOLUTIONS

Commuters must also be aware of the solutions to the problems and the resources and services available to assist them in making travel choices. Below are some key findings identified in the regional transportation survey gauging commuter awareness of specific commute alternatives and commute assistance programs offered by their employer or by the Atlanta TDM Framework.

Commute Alternative and Commute Assistance Program Information Recall

The percentage of metro Atlanta residents who recall seeing, reading, or hearing information about specific commute alternatives and commute assistance programs declined at a statistically significant rate from December 2001 to December 2002. Nonetheless, metro Atlanta resident recall for these commute alternatives and commute assistance programs remains strong. As shown in Figure 1, nearly three quarters (72%) of residents have seen, read, or heard carpooling or vanpooling information. Nearly six in ten respondents (59%) recalled information about telecommuting or teleworking. Almost half (47%) recall information about carpool matching services and more than one in three (35%) recall information about employer-based commute options programs.

FIGURE 1: COMMUTE ALTERNATIVE AND COMMUTE ASSISTANCE PROGRAM INFORMATION RECALL



QUESTION: Please tell me if you recall seeing, hearing, or reading information in the past six months about…. *(Modified in December 2002, from "advertising" recall to "information" recall.)*

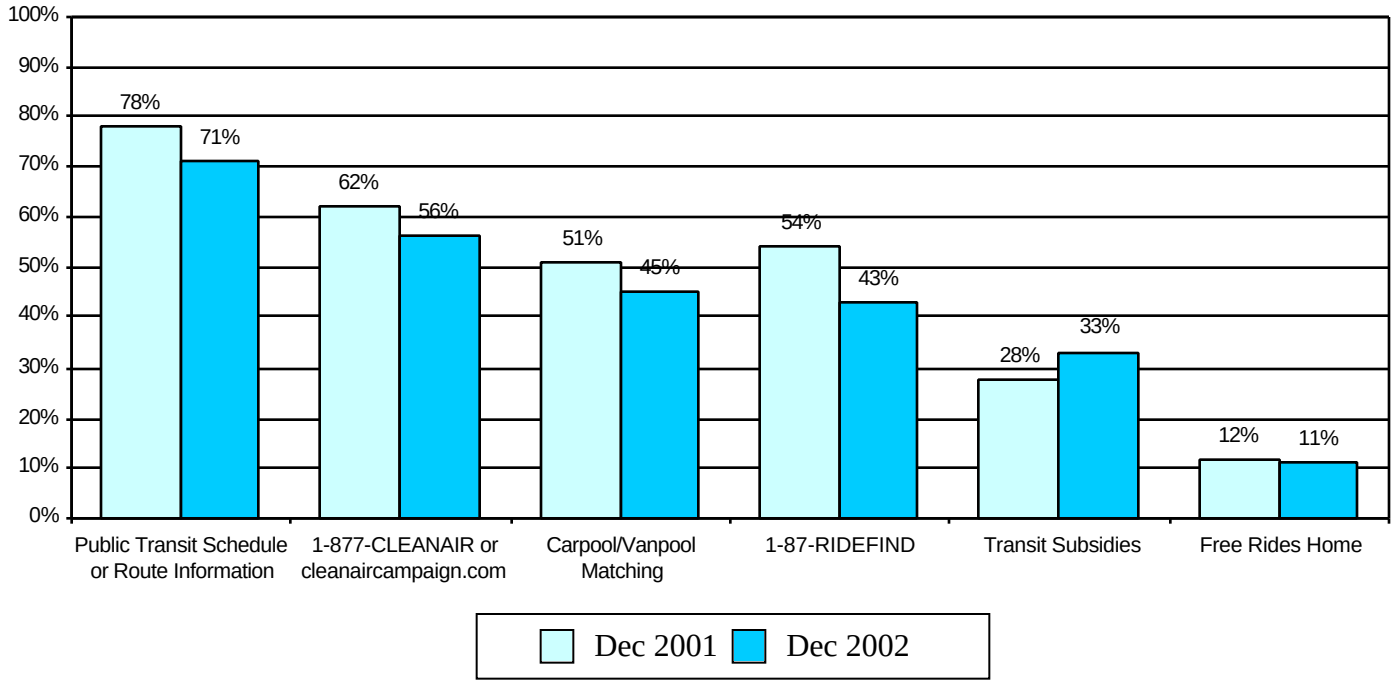
Commute Alternative and Commute Assistance Program Information Sponsor Recall

The majority of metro Atlanta residents who recalled seeing, reading, or hearing information about commute alternatives and commute assistance programs could not recall the information sponsor (i.e., don't know/refused to answer question). The Clean Air Campaign and the Department of Transportation were the most prevalent responses for those who could recall the information sponsor, ranging from 4%-6% for The Clean Air Campaign as the sponsor and 6%-8% for the Department of Transportation as the sponsor. Survey respondents did not recall 1-87-RIDEFIND as an information sponsor, the regional ridesharing and matching service in the metro Atlanta region.

Awareness of Regional Commute Assistance Services

The regional transportation survey also polled metro Atlanta residents to find out if they had heard about specific regional services available to help them with their commute. As shown in Figure 2, awareness dropped slightly from December 2001 to December 2002 for most services, but overall awareness remains high. The drops in awareness are statistically significant for all services, excluding Free Rides Home. The increase in awareness of transit subsidy services was statistically significant as well.

FIGURE 2: METRO ATLANTA RESIDENT AWARENESS OF REGIONAL COMMUTE ASSISTANCE SERVICES



QUESTION: I'm going to read you a list of programs and services available here in the Atlanta area to help commuters. As I read each one, please tell me if you have heard of the service or not….?

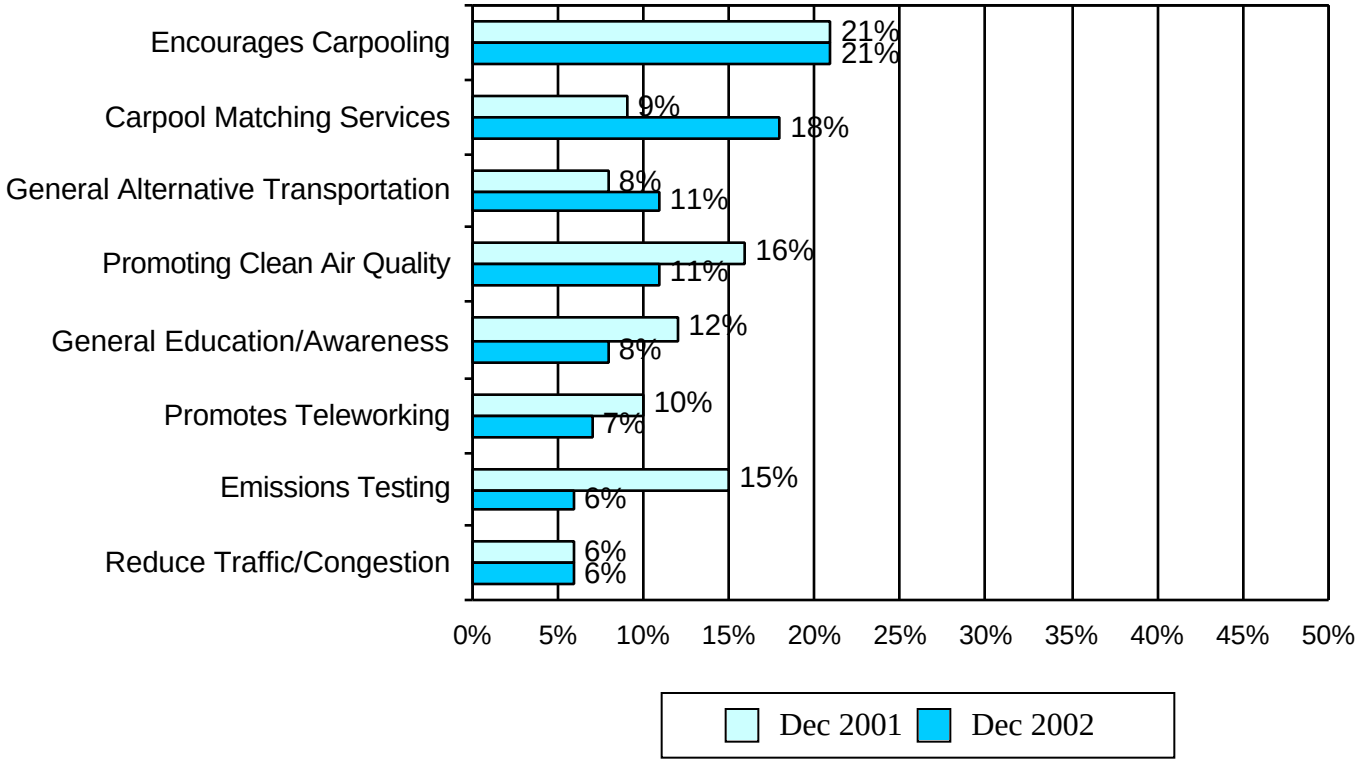
Awareness of The Clean Air Campaign

Metro Atlanta residents experienced statistically significant increases in awareness of The Clean Air Campaign and many of the services offered by the organization during the past year. As a result, awareness levels are comparable to the May 2001 survey awareness levels (49%). Awareness of The Clean Air Campaign increased from 41% in December 2001 to 50% in December 2002.

In addition, nearly 50% (375 people) of metro Atlanta residents indicating awareness of The Clean Air Campaign in December 2002 associated some form of alternative transportation activity with the organization. In December 2001, 45% of people who were aware of The Clean Air Campaign (41%) associated the organization with some for of alternative transportation activity.

As shown in Figure 3, residents continue to describe carpooling encouragement as the largest function associated with The Clean Air Campaign (21% in 2001 and 2002). Statistically significant changes included the number of residents associating The Clean Air Campaign with carpool matching services (18% in 2002 compared to 9% in 2001) and with emissions testing (6% in 2002 compared to 15% in 2001).

FIGURE 3: AWARENESS OF CLEAN AIR CAMPAIGN ACTIVITIES



QUESTION: Specifically, what services does The Clean Air Campaign provide? What other services does the Clean Air Campaign provide?

ATTITUDES ABOUT COMMUTE ASSISTANCE PROGRAMS

Following closely to commuter awareness are commuter attitudes about commute alternatives and commute assistance programs. Once awareness is up, program and service managers typically begin to focus on regional attitudes about alternative commute programs and services. Key measures include how the region perceives the severity of traffic problems and the value of commute programs.

As shown in Table 6, about half (50%) of metro Atlanta residents who said their employer offered employer-sponsored commute assistance programs gave these programs a ranking of extremely valuable or very valuable, a statistically significant decrease from the previous year. Sixty-one percent of respondents ranked employer-sponsored programs extremely valuable or very valuable in December 2001.

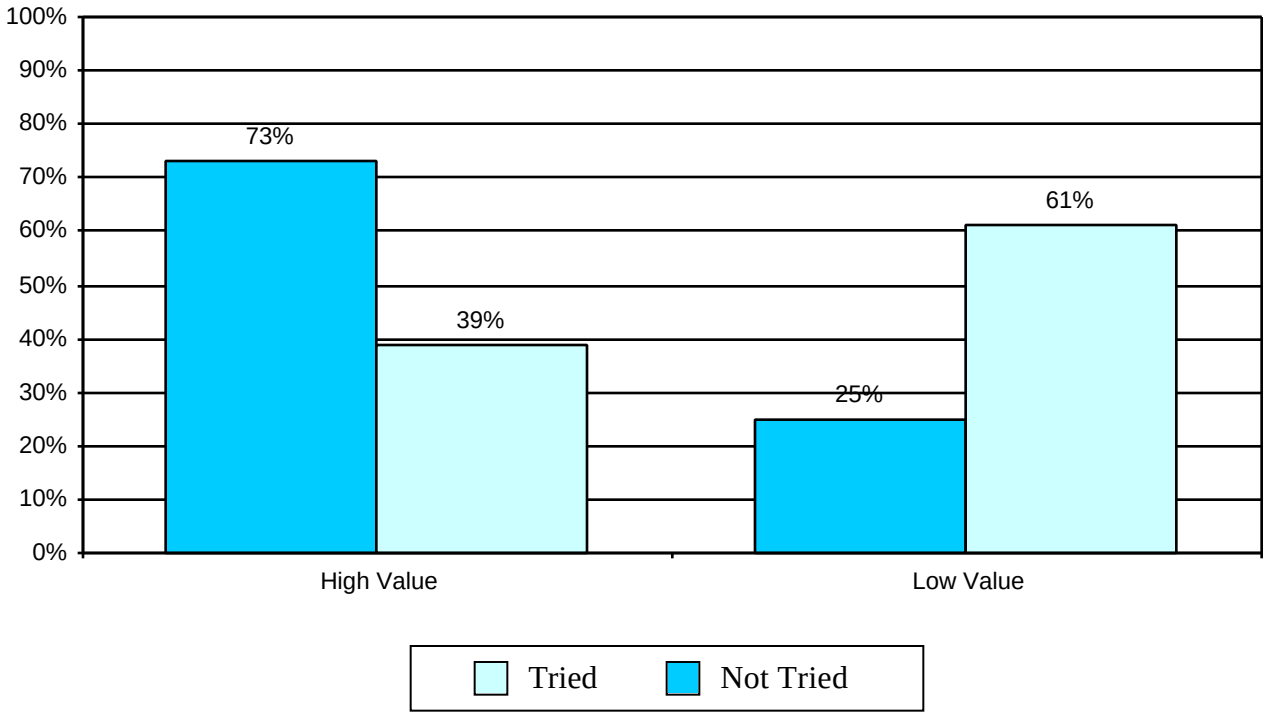
TABLE 6: PERCEIVED VALUE OF EMPLOYER COMMUTE ASSISTANCE PROGRAMS

Perceived Value of Employer Programs	December 2001	December 2002
TOTAL VALUABLE (NET)	61%	50%
TOTAL NOT VALUABLE (NET)	39%	49%
Extremely valuable	26%	24%
Very valuable	36%	27%
Of some value	18%	31%
Of little or no value	20%	18%

QUESTION: Have you taken advantage of or tried these special programs or services? How valuable do you find these commuting services? Do you find them…

Employed residents who have tried a commute assistance program offered by their employer rank these programs higher in value than those who have not tried them, as shown in Figure 4.

FIGURE 4: PERCEIVED VALUE OF COMMUTE ASSISTANCE PROGRAMS FOR EMPLOYEES WHO HAVE TRIED THEM



QUESTION: Have you taken advantage of or tried these special programs or services? How valuable do you find these commuting services? Do you find them…

Similarly, residents who have been in contact with The Clean Air Campaign were asked to rank the value of the organization. As shown in Table 7, the majority (80%) gave the organization an extremely valuable or somewhat valuable ranking, representing a statistically significant increase from the previous year (67%). As a result, the perceived value of The Clean Air Campaign is comparable to the May 2001 survey findings.

TABLE 7: PERCEIVED VALUE OF THE CLEAN AIR CAMPAIGN

Perceived Value of Clean Air Campaign	May 2001	December 2001	December 2002
Total Valuable (net)	**82%**	**67%**	**81%**
Total Not Valuable (Net)	**16%**	**33%**	**18%**
Extremely Valuable	39%	22%	32%
Somewhat Valuable	43%	45%	48%
Of Little Value	10%	19%	12%
Not Valuable at all	5%	13%	6%

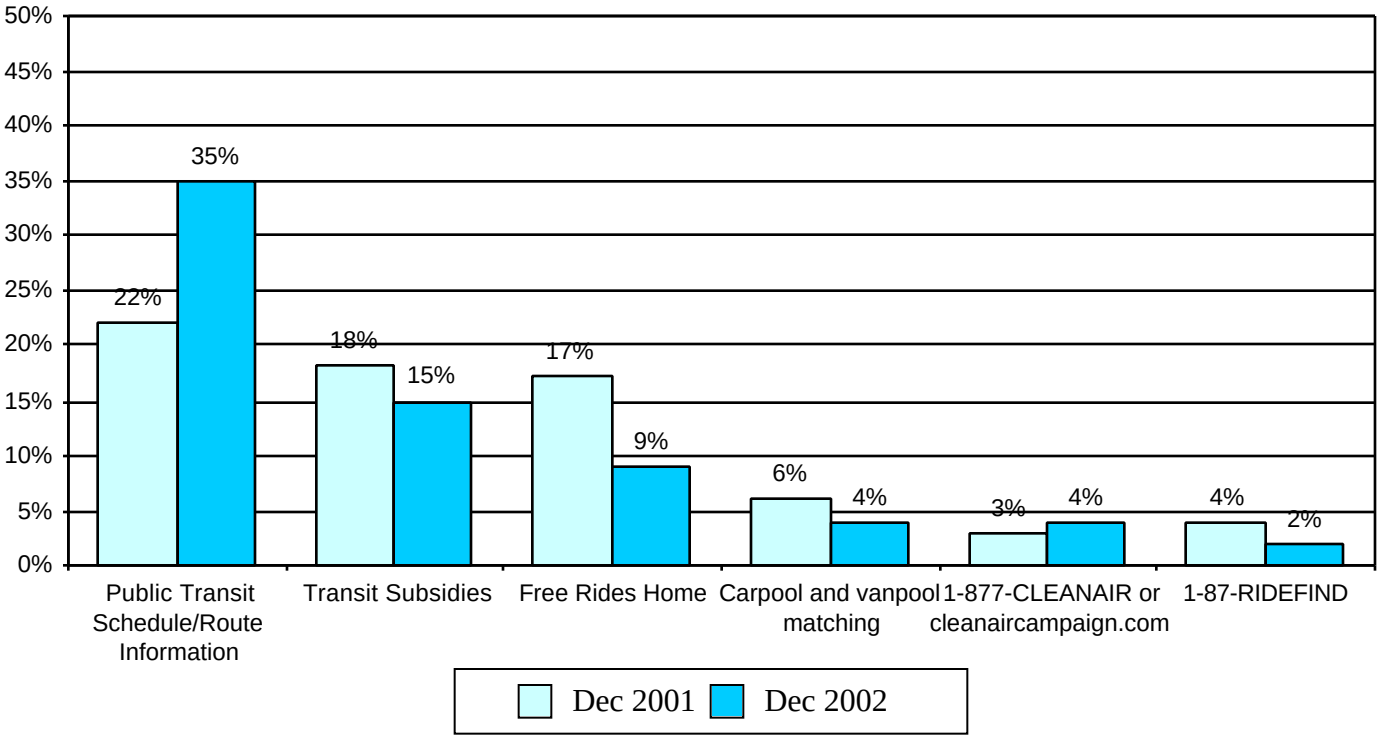
QUESTION: How valuable do you personally find an organization such as this? Do you find it:

CONTACT WITH REGIONAL PROGRAMS AND SERVICES

The Atlanta TDM Framework encourages commuters, employers, and property managers to contact Framework partners to learn more about the resources and service outlets available to assist them with commuting. Contact is a useful measure because it is an early indicator of how successful the Atlanta TDM Framework might be in encouraging participation in alternative modes.

The regional transportation survey polled metro Atlanta residents who were aware of several regional services available in the Atlanta area to find out if they had been in contact with the services. As shown in Figure 5, metro Atlanta residents have had greater contact with transit related services. The changes from December 2001 to December 2002 for "public transit schedule or route information" and "free rides home" services are statistically significant, while other service changes are not statistically significant.

FIGURE 5: CONTACT WITH REGIONAL PROGRAMS AND SERVICES



QUESTION: I'm going to read you a list of programs and services available here in the Atlanta area to help commuters. As I read each one, please tell me if you have heard of the service or not and if so, if you have contacted or been contacted by anyone regarding this service?

Regional transportation survey interviewers also asked metro Atlanta residents who had heard of The Clean Air Campaign organization if they had been in contact with the organization. As of December 2002, 6% of metro Atlanta residents had been in contact with The Clean Air Campaign, compared to 8% in December 2001. Residents who work in more urbanized areas of the region are more likely to interact with The Clean Air Campaign than respondents working in less urbanized areas. The decrease in contact is not statistically significant.

TABLE 8: AWARENESS AND CONTACT WITH THE CLEAN AIR CAMPAIGN

Contact with CAC Services	December 2001	December 2002
Yes	8%	6%
No	90%	94%
Don't Know/Refused	1%	**

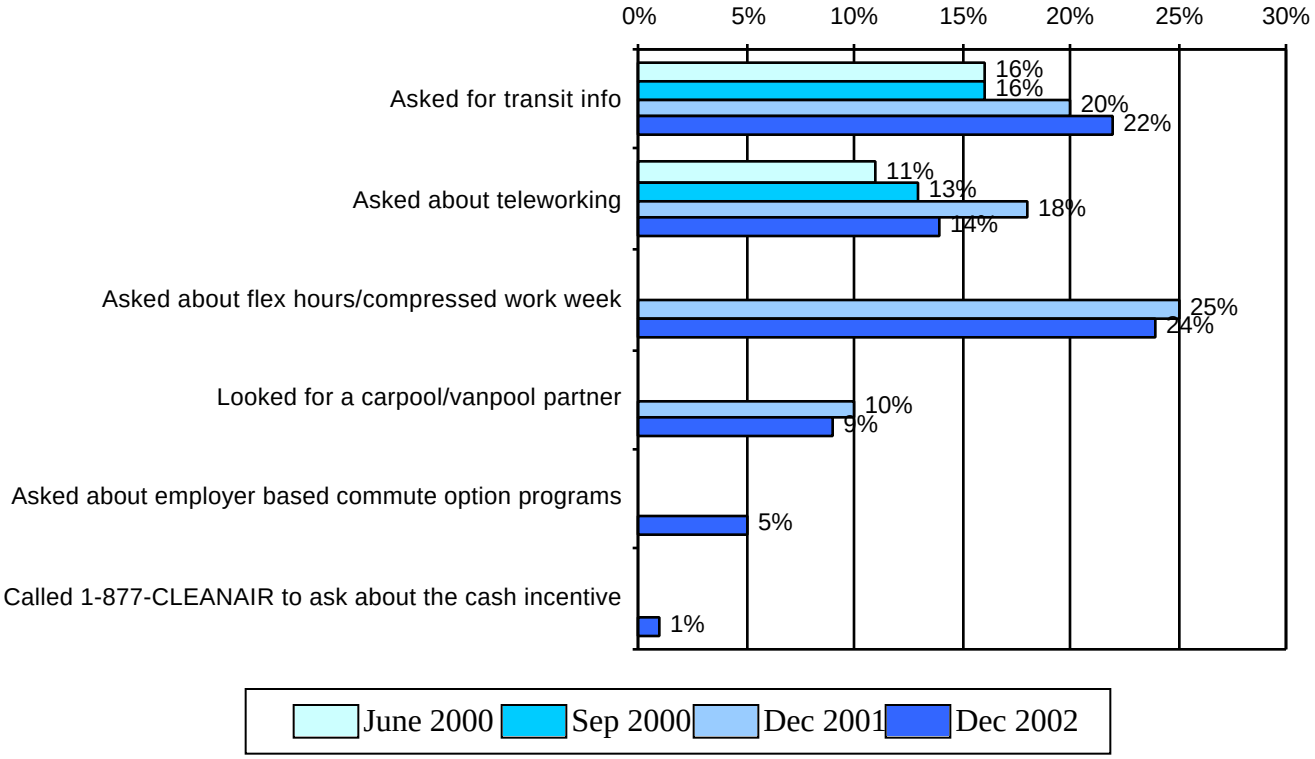
QUESTION: Have you called or been contacted or in any way used the services offered by The Clean Air Campaign?

Large Scale Media Campaign and "Calls to Action"

The regional transportation survey polled metro Atlanta residents to find out if they had taken specific actions in response to seeing, hearing, or reading various advertisements. As shown in Figure 6, several of these actions, including those promoted by The Clean Air Campaign, registered with metro Atlanta residents. The changes from December 2001 to December 2002 are not statistically significant; however, the changes from the early June and September 2000 surveys were statistically significant for the "Asked about teleworking" in December 2001 and "Asked for transit information" in December 2002.

These comparisons provide an indication of intermediate behavior—a small step a commuter may take before he or she decides to try an alternative mode—and the influence the large-scale media campaign, public relation activities, and other Framework partner outreach efforts have on these actions.

FIGURE 6: SPECIFIC ACTIONS RELATED TO ADVERTISING

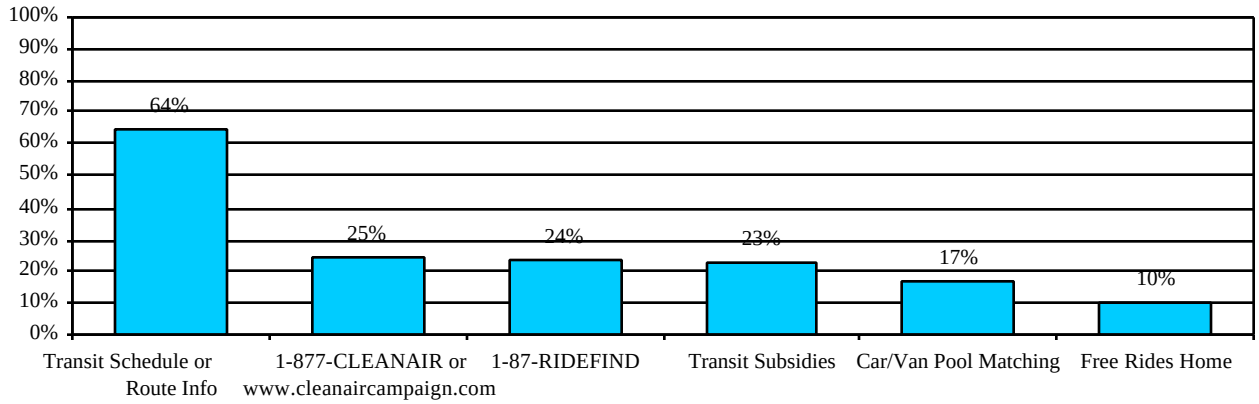


QUESTION: Now, I am going to read you a list of actions that some people might take after seeing, hearing, or reading various advertisements. As I read each one, please tell me if in the past year, you have: taken this action, considered taking this action, or not taken this action.

PARTICIPATION IN COMMUTE ASSISTANCE PROGRAMS

The Atlanta TDM Framework encourages commuters to participate in regional services to assist them with commuting alternatives. The regional transportation survey polled metro Atlanta residents who had been in contact with regional services available in the Atlanta area to find out if they had used any of the services. As shown in Figure 7, the services used most frequently are transit related: "public transit schedule or route information". About a quarter of those who had been in contact with the two region-wide information lines (1-877-CLEANAIR and 1-87-RIDEFIND) stated they had used services provided by information specialists answering the phone lines.

FIGURE 7: USE OF REGIONAL PROGRAMS AND SERVICES



QUESTION: Earlier you mentioned that you have contacted or been contacted regarding alternative modes of transportation services. Of those services or programs that you have contacted or been contacted, which ones have you used?

COMMUTE ASSISTANCE SERVICES PROVIDED BY EMPLOYERS

This section examines availability of employer or property manager sponsored commute assistance programs, that is, commute assistance employers or property managers provide directly to employees or tenants'. This section also examines employee use of these services.

Availability of Programs

The regional transportation survey polled metro Atlanta residents to find out if their employers offered any commute assistance programs. The survey showed that more metro Atlanta residents had access to employer worksite commute assistance programs in 2002 (24% of respondents) compared with 2001 (20% of respondents), although these changes are not statistically significant. Because the employee may not be aware of the programs offered by their employer (for example, if the employer does not promote the services or if the employee did not notice the promotional information), these results could underestimate the actual program availability.

TABLE 9: EMPLOYEE AWARENESS OF EMPLOYER COMMUTE ASSISTANCE PROGRAMS

Employee Aware of Employer Assistance Programs	Regional Transportation Surveys	
	December 2001	December 2002
Yes	20%	24%
No	79%	73%
Don't Know	1%	3%

QUESTION: As far as you know, does your employer offer any programs or assistance to employees who are interested in alternative modes of transportation or commuting alternatives?

Survey findings also reveal availability or awareness of commute assistance programs is more common for metro Atlanta residents working in more urbanized areas. Thirty-four percent of residents working in more urbanized areas said they had access to employer sponsored commute assistance programs, compared to 24% in areas of medium urbanization and 9% in areas of lower urbanization.

Table 10 shows the top 10 employer-sponsored commute assistance services metro Atlanta residents said were available at their worksite. The percentage of respondents noting availability of employer carpool subsidies increased from 3% in 2001 to 11% in 2002, representing the only substantial shift during this time period, although the shift is not statistically significant.

TABLE 10: AVAILABILITY OF SPECIFIC EMPLOYER COMMUTE ASSISTANCE PROGRAMS

Commute Assistance Programs	December 2001	December 2002
Subsidies or discount passes for employees who ride transit	47%	47%
Carpool or vanpool matching services	21%	22%
Teleworking opportunities	19%	16%
Shuttle services	13%	9%
Flexible arrival and departure schedules	9%	11%
Carpool subsidies	3%	11%
Reserved parking spaces for carpools and vanpools	9%	5%
Compressed or alternative work weeks	7%	5%
Subsidies for employees who vanpool	6%	5%
Free rides home	5%	4%

QUESTION: Specifically, what programs does your employer offer to employees who are interested in alternative modes of transportation or commuting alternatives?

Metro Atlanta residents who said their employers offered commute assistance have lower drive alone rates and are more likely to try commuting alternatives than employees who said their employers did not offer these services. As shown in Table 11, 62% of metro Atlanta residents who indicated their employer offered commute assistance drive alone to work, compared to 82% who drive alone who said they did not have access to or knowledge of these programs.

TABLE 11: COMMUTE BEHAVIOR FOR EMPLOYEES WHO SAID EMPLOYER OFFERS COMMUTE ASSISTANCE

Availability of Employer-Sponsored Commute Assistance Program	Yes	No
Drive Alone (Past week only)	62%	82%
Always Drive Alone (Past year including past week)	11%	28%
Tried an Alternative (Past week only)	39%	18%
Ever Tried an Alternative (Past year including past week)	90%	72%

Question: As far as you know, does your employer offer any programs or assistance to employees who are interested in alternative modes of transportation or commuting alternatives?

Use of Programs

Approximately 35% of metro Atlanta residents who said their employer offers commute assistance services have used a service (35% of 248). Use includes one-time, occasional, and regular use. Employees in more urbanized areas use employer-sponsored commute assistance services more often (39%) than employees in less urbanized areas (25%-30% of respondents have used an employer-sponsored commute assistance service).

TABLE 12: EMPLOYEE USE OF SPECIFIC EMPLOYER COMMUTE ASSISTANCE PROGRAMS

Employee Use of Employer Assistance Programs	Regional Transportation Surveys	
	December 2001	December 2002
Yes	42%	35%
No	58%	65%

QUESTION: Have you taken advantage of or tried any of these specicifc programs or service?

COMMUTE BEHAVIOR

The regional survey also polled metro Atlanta residents about their current weekly commuting behavior and trial use of commute modes. Table 13 summarizes the current mode split as a percentage of weekly trips made for all modes, including telework and compressed work week schedules for the last three surveys conducted by the measurement team. Changes in the number of weekly trips made during the three time periods presented are not statistically significant.

It is important to note the difficulty in determining the impact the Atlanta TDM Framework is having on commute changes from questions on currently weekly commute behavior in a regional transportation survey. Typically, changes in weekly trips associated with such programs are within the margin of error for regional survey, and difficult or impossible to detect, especially in an annual assessment.

TABLE 13: COMMUTE BEHAVIOR BY MODE AS A PERCENTAGE OF DAYS WORKED

Mode	May 2001 (n=1,104)	December 2001 (n=803)	December 2002 (n=1,037)
Drive Alone	85%	81%	83%
Carpool	10%	8%	7%
Vanpool	0%	0.4%	0.2%
MARTA Train	2%	2%	2%
Bus	0.6%	2%	1%
Walk/Bike	1%	2%	3%
Telework	2%	4%	4%
Compressed work day	N/A	2%	0.5%

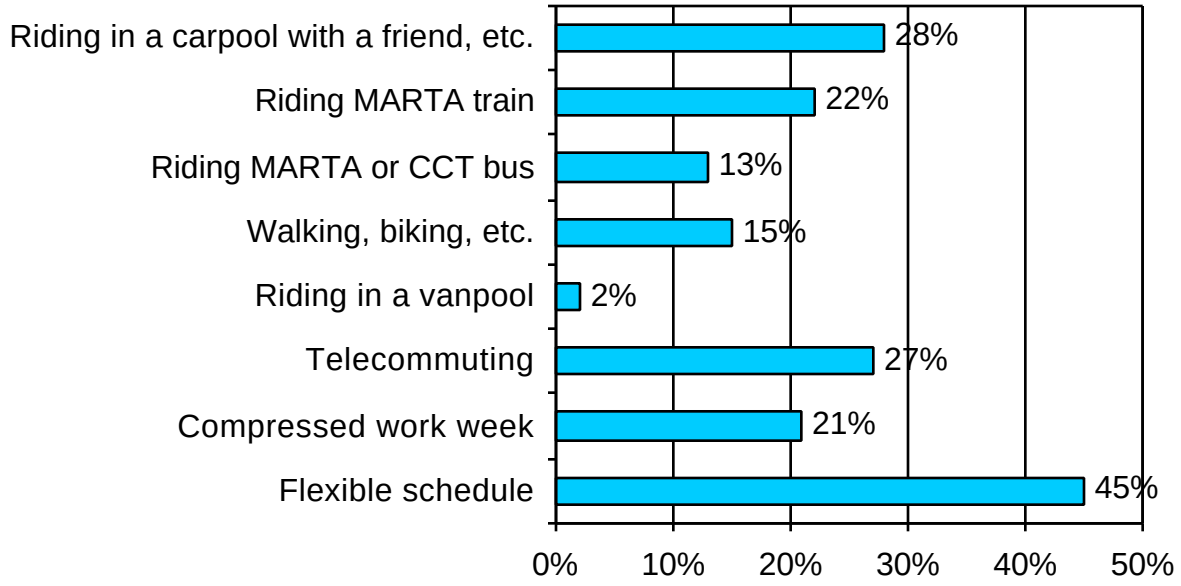
QUESTION: How did you get to work…

Commute behavior over the past week in the December 2002 survey demonstrates that those working in low-density areas have higher drive alone rates than those in medium-density and high-density areas. Individuals in high-density areas more consistently use alternative commutes.

Trial in Past Year

As shown in Figure 8, the number of metro Atlanta residents who have tried an alternative mode over the past year is much greater than the weekly mode split for residents presented in Table 13. Trial use includes occasional and one-time alternative mode commuters, in addition to commuters who use alternative modes on a regular basis.

FIGURE 8: COMMUTE BEHAVIOR, USE PAST YEAR



QUESTION: Please tell me if in the past year if you EVER traveled to WORK/SCHOOL by the following means.

Additional review of trial use of alternative modes by employment density reveals that trial use of train and bus more frequently occurs in high-density areas. Residents working in high-density areas are more likely to try public transit (bus or train) and workers in medium-density areas are more likely to try bike and pedestrian commute modes. Low-density commuters are slightly more likely to vanpool and employees in more highly dense employment areas have a greater tendency to try alternative work arrangements.

NON-COMMUTE BEHAVIOR

As shown in Table 14, a large number of Atlanta residents eliminated, combined, or increased the number of trips they made using alternative forms of transportation for non-commute trips during FY2002.

TABLE 14: USE OF ALTERNATIVE FORMS OF TRANSPORTATION FOR NON-COMMUTE TRAVEL

Alternative Form of Transportation	Percent of Metro Atlanta Residents	Trips Reduced Per Week
Eliminated Trips (due to online or phone transactions)	55%	2.9
Combined Trips (trip chaining)	83%	NA
Carpooling or vanpooling	14%	3.2
Bus or train	14%	1.8
Bicycling or walking	20%	2.5

Question: QUESTION: Please tell me if you have changed your non-commute trips by any of the following means?

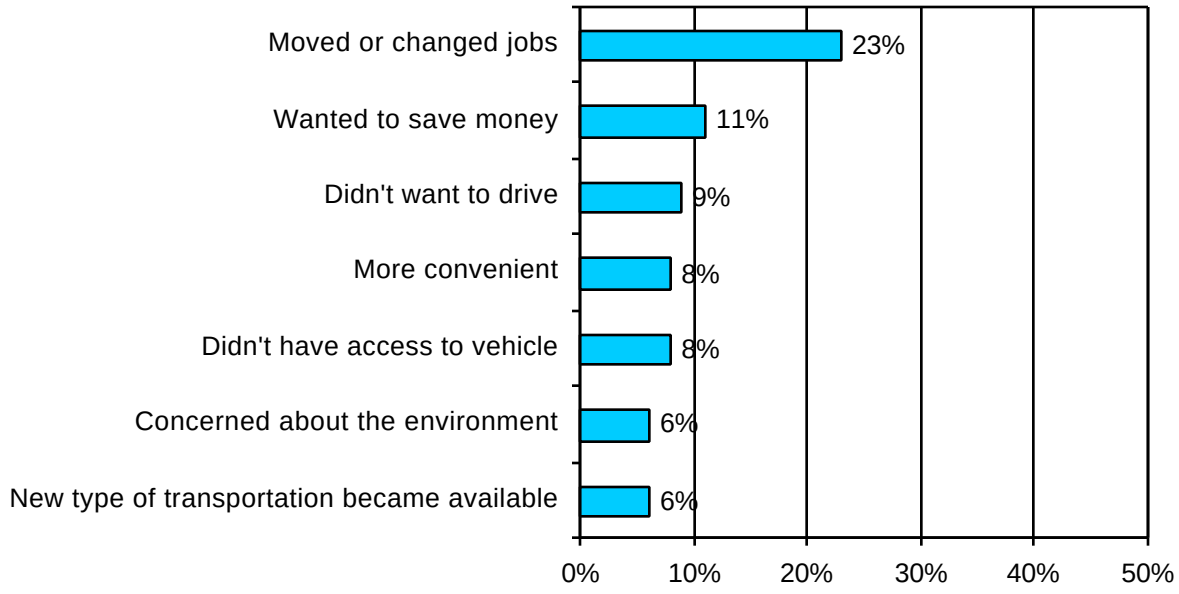
FACTORS INFLUENCING ALTERNATIVE MODE USE

The regional transportation survey also provides an opportunity to ask metro Atlanta commuters about the type of programs and services that might lead to greater use and adoption of commute alternatives and commute assistance programs. This section summarizes the motivating factors and barriers that prevent commuter use and adoption of commute alternatives and commute assistance programs.

Reasons for Alternative Mode Use

The regional transportation survey polled metro Atlanta residents who had made a commute change about what influenced them to make the change. As shown in Figure 9, a job change or move was the leading reason (23%) identified by respondents.

FIGURE 9: REASONS ATLANTA METRO ATLANTA RESIDENTS CHANGE TO ALTERNATIVE MODE USE



QUESTION: What influenced your decision to make this change in how you travel to work?

Reasons for Discontinued Alternative Mode Use

Metro Atlanta residents frequently claim they switch out of various alternatives because it is easier and more convenient to drive alone. As shown in Table 15, residents also claim job changes as a reason for discontinuing their alternative mode use, particularly for discontinued use of flexible schedules (40%). Residents cite a breakup of a carpool (25%) as a reason for discontinuing carpool. Residents who previously teleworked state their work no longer allows it (27%) as reason for discontinued use.

TABLE 15: REASONS FOR DISCONTINUED USE

	Flexible Schedule	Train	Bus	Bike/ Walk	Telework	Carpool	Vanpool
Easier/more convenient to drive	--	**22%**	**33%**	**35%**	**10%**	**4%**	-
Change jobs	40%	8%	4%	17%	19%	5%	-
Moved Residence	6%	5%	1%	11%	-	8%	-
Car became fixed	-	20%	12%	20%	-	11%	-
Changed to different alternate mode	-	2%	9%	-	-	11%	-
Didn't work with current schedule	19%	5%	7%	-	14%	15%	-
Carpool/ Vanpool broke up	-	-	-	-	-	25%	67%
Work doesn't allow it	4%	-	-	-	27%	-	-
Prefer driving alone	-	13%	9%	4%	-	-	-
Just didn't like it	4%	8%	4%	-	-	-	-
Took too much time	5%	8%	3%	10%	-	-	-
Doesn't go where I need it to	-	7%	12%	-	-	-	-

QUESTION: Can you tell me why you do not….any longer?

Factors Motivating Area Residents to Restart Alternative Mode Use

Metro Atlanta residents express common reasons for a potential return to regular use of alternative modes. As shown in Table 16, residents frequently cite better convenience and less hassle as motivating reasons to possibly return to using their prior alternative mode. Residents also cite the ease and better convenience in driving their own vehicle as main reasons for originally discontinuing their use of an alternative mode.

TABLE 16: MOTIVATING FACTORS TO START ALTERNATIVE COMMUTE MODE AGAIN

	Flexible Schedule	Train	Bus	Bike/Walk	Telework	Carpool	Vanpool
Better convenience/less hassle	18%	30%	38%	20%	-	24%	35%
Cash incentives	21%	22%	17%	6%	39%	21%	33%
Employer sponsorship	5%	5%	14%	7%	12%	15%	-
Employer subsides	6%	13%	8%	-	15%	9%	-
Better employer flexibility	28%	5%	-	-	22%	7%	-
Personal consultation	5%	4%	7%	-	-	2%	-
Access to bus/ train	-	5%	-	-	-	-	-

QUESTION: Which one of the following would best motivate you to start … again?

Reasons For Low Frequency Alternative Commute Use

Table 17 presents the reasons stated by metro Atlanta residents for infrequent use of commute alternatives. Similar to discontinued users, residents cite the ease and convenience of driving their own vehicle as barriers to not using alternatives more frequently, particularly for infrequent train (46%) and bus (46%) use (see Table 29). Residents also cite problems with the mode not meeting their current schedule, stating that work does not allow a use of flexible schedules (20%) or teleworking (18%).

TABLE 17: REASONS FOR INFREQUENT ALTERNATIVE MODE USE

	Flexible Schedule	Train	Bus	Bike/Walk	Telework	Carpool	Vanpool
Easier/more convenient to drive	1%	46%	47%	22%	9%	27%	12%
Change jobs	3%	3%	1%	-	6%	-	-
Moved residence	1%	2%	1%	2%	-	3%	4%
Need car for work	-	-	-	-	-	5%	-
Car became available	-	-	4%	5%	-	4%	-
Change to different alternative mode	2%	2%	2%	1%	2%	2%	-
Didn't work with current schedule	24%	3%	4%	2%	17%	26%	34%
Work doesn't allow it	20%	-	-	-	18%	-	-
Prefer driving alone	-	2%	1%	-	-	1%	-
Just didn't like it	-	-	5%	-	>1%	2%	-
Took too much time	-	14%	8%	12%	1%	1%	-
Doesn't go where I need it to	-	13%	6%	-	-	-	-
Don't need to	8%	5%	2%	-	>1%	6%	12%
Carpool/ Vanpool broke up	-	1%	-	-	>1%	4%	18%
Cheaper to drive	-	5%	2%		>1%		
Weather conditions	-	1%	-	22%	-	-	-
Need to be at office	-	-	-	-	23%	-	-

QUESTION: You indicated that you … in the past year. Can you tell me why you do not …more frequently?

Factors Motivating Increased Alternative Mode Use

Similar to factors of discontinued use or restarting use of alternative modes, residents cite the better convenience and less hassle of the alternative as motivators to start using the mode more frequently. As shown in Table 18, residents highly rate the use of incentives to draw them into more frequent use of alternatives, particularly for bike/walk (36%). A range of motivating factors would draw residents to telework, including incentives (14%), employer sponsorship (17%), and better employer flexibility (26%).

TABLE 18: MOTIVATING FACTOR TO INCREASE FREQUENCY

	Flexible Schedule	Train	Bus	Bike/Walk	Telework	Carpool	Vanpool
Better convenience/less hassle	32%	50%	47%	33%	19%	35%	23%
Cash incentives	13%	14%	16%	36%	14%	26%	23%
Employer sponsorship	13%	3%	14%	7%	17%	5%	-
Employer subsides	8%	9%	3%	6%	4%	5%	-
Better employer flexibility	24%	2%	6%	2%	26%	6%	-
Personal consultation	-	3%	5%	3%	>1%	4%	-
Access to bus/ train	-	-	-	-	-	-	-
Nothing	7%	7%	12%	10%	17%	14%	43%

QUESTION: Which one of the following would best motivate you personally to … more frequently?

User Profile

To assist in profiling users of alternative modes over time, the measurement team reviewed key characteristics of metro Atlanta residents who have tried alternatives versus those who have never tried alternatives. The measurement team produced profiles of those who have tried any of the alternative modes, those who have tried carpooling, and those who have tried teleworking.

Ever Tried Any Alternative Mode - Generally speaking, those who have tried any alternative mode are more likely to have an employer-based commute program; are more educated; work in more urbanized regions; work in the private sector; earn higher income; and recall commuting information.

Ever Tried Carpooling Profile - When compared with those who have never tried carpooling, metro Atlanta residents who have tried carpooling share the following characteristics: more likely to have an employer who offers commute programs; less than 35 years of age; work in areas of medium urbanization region; and recall having seen carpooling information.

Ever Tried Teleworking Profile - Metro Atlanta residents who have tried teleworking are more likely to have an employer who offers commute programs; be a college graduate or post graduate; work in high-density areas; be older; work for a private organization; have higher income; be Caucasian, be Atlanta residents; and recall seeing teleworking information.

Alternative Mode Use Frequency Profile

The measurement team also reviewed frequency of use survey findings for some key commute alternatives. A summary of the findings is presented below.

Carpool Frequency - Metro Atlanta resident frequency of carpooling is consistent over the life of six surveys. One in five who carpools does so five to seven days per week; about one in ten of those who carpools does so three to four days a week and about one in ten who carpools does so one to two days per week. Carpool frequency information reveals that carpooling is a regularly used alternative with nearly one-third of users carpooling three or more days per week.

MARTA Train Frequency - Trend information over time reveals a slight decline in the percentage of commuters who regularly use the MARTA train five to seven days per week. Regular weekly users exceed periodic monthly users implying the MARTA train is a more permanent mode use than a trial behavior.

Telework Frequency - Review of teleworking frequency reveals a long-term decline in regular five to seven day use of teleworking. However, use of teleworking for periods of one to two days per week shows a slight increase over time. The use of teleworking as a commute option is generally seen in the 1-2 day per week teleworking programs. The positive trend in this category is likely due to many factors, including regional commute options programs and advertising emphasis on teleworking and its increased potential and availability due to technology improvements

Compressed Work Week Frequency - By a large margin, the preferred compressed week schedule for metro Atlanta residents using this alternative is four 10-hour work days each weekection 4

CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS

The ultimate goal of the Atlanta TDM Framework is to encourage commuters who are driving alone to work to shift to alternative transportation modes and to encourage commuters who currently use alternative modes to continue to do so. Before this can happen, commuters must be aware of the problems associated with driving alone and the programs and services available to help them with their commute. A brief summary of the survey findings for the December 2002 regional transportation survey is presented below.

Metro Atlanta residents are aware the region is experiencing problems with traffic congestion and air quality and recall seeing, reading, or hearing information related to these issues. Metro Atlanta residents also show moderate to strong recall on information about specific commute alternatives and commute assistance programs. The majority of metro Atlanta residents cannot recall the sponsor of the information they saw, read, or heard. However, The Clean Air Campaign and the Department of Transportation were the most prevalent responses for those who could recall the information.

Metro Atlanta residents show continued awareness, near 50% or more, for several regional services available to help commuters, including the 1-877-CLEANAIR and 1-87-RIDEFIND information lines. Residents who work in more urbanized areas of the region show the greatest awareness of regional services.

Metro Atlanta residents also show strong awareness of The Clean Air Campaign organization. Nearly half associate The Clean Air Campaign with some form of alternative transportation activity, a slight increase from the previous year. Residents continue to describe carpool encouragement and carpool matching services as primary functions of The Clean Air Campaign.

Atlanta residents consider traffic congestion and air quality serious quality of life issues. About half of the metro Atlanta residents who said their employer offered employer-sponsored commute assistance programs gave employer-sponsored programs a ranking of extremely valuable or very valuable. Residents who have tried a commute assistance program offered by their employer rank these programs higher in value than those who have not tried them. The majority of metro Atlanta residents who have been in contact with The Clean Air Campaign organization gave it an extremely valuable or somewhat valuable ranking.

Contact and actual use of regional services among metro Atlanta residents is most notable for services related to transit use and services provided by information specialists at the region-wide information phone lines (1-877-CLEANAIR and 1-87-RIDEFIND) and at The Clean Air Campaign website (www.cleanaircampaign.com).

More metro Atlanta residents had access to worksite commute assistance programs in 2002 than in 2001. Availability of commute assistance programs was more common for residents working in more urbanized areas. These residents have lower drive alone rates and are more likely to try commute alternatives than employees who said they did not have access to services provided by their employer.

The percentage of metro Atlanta residents noting availability of specific employer-sponsored programs did not increase substantially over the fiscal year; the only significant increase was employer-sponsored carpool subsidies. One-in-three metro Atlanta residents who said their employer offers commute assistance services used at least one service during the year. Employees working in more urbanized areas used employer commute assistance services more often than employees working in less urbanized areas.

RECOMMENDATIONS

As mentioned previously, the ultimate goal of the Atlanta TDM Framework is to encourage commuters who are driving alone to work to shift to alternative transportation modes and to encourage commuters who currently use alternative modes to continue to do so. The conclusions above indicate that metro Atlanta residents are aware of the problems and, to some degree, the regional services available to assist them. And, although limited, metro Atlanta residents who are ware of the regional services are contacting and using them to assist with their commute. A brief summary of the suggested areas of enhancement to help increase the level of awareness, contact, and use of commute assistance programs, both at the regional and employer level, are presented below.

- **Encourage Employers and Property Managers to Implement More Enhanced Commute Assistance Programs** - The Atlanta TDM Framework should continue to focus on encouraging employers and property managers to implement enhanced commute assistance programs, including the increased use of incentives to promote alternative mode use. Overall, the employee drive alone rate for employers that offer enhanced commute assistance to their employees is lower than the drive alone rate for employers offering information and support assistance only. The lower drive alone rates translate into higher alternative mode use, including carpooling and transit use. Consequently, employers providing enhanced commute assistance have greater levels of travel and emissions reductions than employer worksites providing only information and support assistance.

- **Target Urbanized Areas** - A host of conditions related to urbanization, such as employment density, infrastructure availability, parking availability, and traffic congestion play a role in commuter, employer, and property manager awareness, interaction, and use of commute assistance programs and availability of commute assistance programs. Regional transportation survey findings show Atlanta residents working in more urbanized areas are more aware of commute assistance programs and services and more receptive to using these programs and services.

  Currently, TMAs provide employer and individual outreach to eight of the region's dense employment centers. The Clean Air Campaign private sector outreach provides outreach throughout the metro-Atlanta region in areas outside the eight defined TMA territories. At the beginning of FY2003, CAC Private restructured its outreach approach to commit more resources to many of the region's most highly congested corridors and dense areas.

  While program enhancement is important throughout the metro Atlanta region, travel and air quality emission reductions may be achieved more efficiently when Framework partners focus in areas that have greater concentrations of commuters and greater infrastructure to support alternative mode use. These factors appear to offer substantial opportunities for behavior change.

  As such, the Atlanta TDM Framework should investigate the benefits that could be derived from adopting a more regional approach to assessing employer and individual outreach needs. The approach would include basing the allocation of outreach services (outreach staff) on employment density and other conditions related to urbanization. For example, assigning outreach staff to territories that are divided not by area size but by employment, so that denser areas have more staff to provide employer and individual outreach.

- **Focus Outreach on Employers and Property Managers** - Metro Atlanta residents who said their employer offered commute assistance programs are also more likely to try commuting alternatives and typically have lower drive alone rates. In addition, individuals who have tried employer sponsored programs place a greater value on them than those who do not. These

findings suggest significant potential for growth and enhancement of employer-sponsored programs through employer and property manager outreach.

A key component of focusing outreach on employers and property managers is using marketing and advertising dollars to promote the positive impacts commute assistance programs have on businesses' bottom line. The Clean Air Campaign began moving in this direction during FY2002 by using advertising messages with testimonials from prominent Atlanta business leaders such as Arthur Blank and Ted Turner.

Interaction with individual commuters through a regional program or service where the individual contacts the program directly rather than through an employer-sponsored program is also important. As identified in the regional travel survey, individual commuters interacting with regional services are more likely to use them, make commute changes to alternative modes, and have lower drive alone rates.

APPENDIX A – SURVEY QUESTIONNAIRE

CONFIDENTIAL
CTE REGIONAL COMMUTER STUDY (#8256)
SURVEY FIELD DATES: December 9-21, 2002
SAMPLE SIZE: 1,500 adults age 18+ in the Atlanta Metro area
MARGIN OF ERROR: ± 2.5 percentage points at the 95% confidence level

SCREENER

C. Gender **[BY OBSERVATION]**

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	DEC 02	
48%	48%	48%	48%	50%	48%	48%	Male
52%	52%	52%	52%	50%	52%	52%	Female

G. Which of the following best describes your employment status?

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	DEC 02	
74%	**74%**	**74%**	**80%**	**69%**	**74%**	**65%**	**TOTAL WORKING**
66%	66%	67%	73%	62%	68%	59%	Employed Full-Time
8%	8%	7%	7%	7%	6%	6%	Employed Part-Time
3%	3%	4%	4%	6%	6%	7%	Full-Time or Part-Time Student
23%	**23%**	**22%**	**17%**	**25%**	**20%**	**28%**	**NOT EMPLOYED**
12%	10%	8%	7%	11%	8%	13%	Retired
7%	8%	9%	6%	7%	6%	7%	Homemaker
2%	2%	2%	2%	2%	1%	2%	Disabled
2%	3%	3%	2%	5%	5%	6%	Not Employed Outside The Home
**	1%	1%	**	**	**	**	Don't Know/Refused

[n=104 STUDENTS]

G-1. In addition to being a student, which of the following also best describes your employment status?

DEC 01	DEC 02	
61%	**60%**	**TOTAL WORK (NET)**
11%	16%	Employed full-time
50%	44%	Employed part-time
39%	**40%**	**NOT EMPLOYED (NET)**
--	1%	Retired
4%	1%	Homemaker
21%	39%	Not employed outside the home
13%	--	Nothing else

[n=1,037 WHO ARE EMPLOYED PART- OR FULL-TIME]

H. And, which of the following best describes the area where you work? You may stop me when I read the right area.

MAY 01	DEC 01	DEC 02	
7%	8%	8%	BUCKHEAD (Includes Buckhead, Lenox and Phipps
7%	8%	10%	CUMBERLAND (Includes Cumberland, Galleria and Vinings)
7%	9%	7%	TOWN CENTER (Includes Town Center and Kennesaw
7%	9%	11%	AIRPORT (Includes Hartsfield)
7%	9%	11%	PERIMETER (Includes Perimeter, Dunwoody, Sandy Springs and Brookhaven)
7%	8%	8%	DECATUR (Includes Clifton, Emory, Decatur, Druid Hills and Virginia Highlands)
7%	9%	9%	MIDTOWN (Includes Midtown, Georgia Tech and Colony Square)
7%	9%	9%	DOWNTOWN (Includes Downtown, CNN Center, Federal/State Office Buildings, Georgia State University, The Capitol, 5 Points, Underground an Peachtree Center)
7%	9%	7%	NORTH FULTON/400 CORRIDOR (Includes Roswell, Alpharetta, Crabapp and Mountain Park)
7%	8%	7%	NORCROSS/PEACHTREE INDUSTRIAL/141 (Includes Norcross, Duluth, Berkeley Lake and Peachtree Corners)
N/A	N/A	9%	SOUTH ATLANTA (Peachtree City, Newnan, Fayetteville, Fulton Industrial Blvd McDonough, Locust Grove, Hampton, Stockbridge, Jonesboro, Fairbu Union City)
33%	14%	5%	Other[2]
**	**	--	Don't Know/Refused

[2] "Other" areas include: Austell, Buford, Cherokee, Cobb, Cumming, Douglas, Douglasville, Doraville, Gwinett, Lawrenceville, North Atlanta, Northwest Atlanta, Paulding, Stone Mountain, Tucker and Woodstock (less than 1%).

UNAIDED AWARENESS OF INFORMATION ABOUT THE QUALITY OF LIFE IN ATLANTA AREA

1. When you think about living in the Atlanta area, there are many different things that can affect your quality of life. I'd like you to think about information you have seen, heard or read in the past six months. Do you remember seeing, hearing or reading anything about an issue that affects the quality of life in the Atlanta area?

JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	DEC 02*	
45%	45%	43%	63%	48%	64%	Yes
53%	55%	56%	36%	52%	36%	No
1%	1%	1%	1%	**	**	DK/Refused

In 2002, we asked about information rather than advertising to account for broader impacts such as public relations and employer outreach. The measurement team made changes at the request of the Clean Air Campaign and other Framework Partners.

[n=960 WHO ARE AWARE OF INFORMATION ABOUT THE QUALITY OF LIFE IN ATLANTA]

2. What issues have you seen, read or heard information about?

JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	DEC 02	
						Air Quality/Environmental Issues
46%	36%	37%	57%	32%	45%	Air Quality/Pollution
3%	1%	2%	1%	--	--	Water Pollution
3%	1%	1%	1%	2%	11%	Water (General)
2%	--	--	1%	--	--	Water Restrictions
--	--	--	--	1%	1%	Environment (General)
						Traffic/Congestion
23%	31%	36%	32%	31%	55%	Traffic/Congestion
4%	1%	5%	3%	3%	9%	Growth/Development
--	--	--	--	--	3%	Road Conditions/Construction
--	--	--	--	1%	2%	Commuting (General)
						Alternatives to SOV Commute
3%	8%	11%	8%	27%	15%	Public Transportation or Transit
1%	5%	7%	5%	15%	1%	Carpooling
--	--	--	**	**	**	Vanpooling
--	1%	1%	1%	5%	**	Telecommuting or Teleworking
--	**	--	--	--	--	Combining Errands
--	**	--	**	--	--	Using Technology
--	--	--	--	1%	--	Finding a Car or Vanpool Partner
						Other Issues
6%	5%	2%	7%	5%	20%	Crime/Violence
--	--	--	--	5%	3%	Politics
--	--	--	--	3%	3%	Housing
--	--	--	--	3%	6%	Schools
--	--	--	--	2%	--	September 11 (9/11)
--	--	--	--	2%	5%	Unemployment
--	--	--	--	2%	**	Smoking
--	--	--	--	1%	1%	Airport (General)
--	--	--	--	1%	--	Gas prices
--	--	--	--	1%	1%	Shopping
--	--	--	--	1%	--	City Planning
--	--	--	--	1%	--	Security
--	--	--	--	--	5%	Northern Arc/New Highway
--	--	--	--	--	5%	Taxes
--	--	--	--	--	4%	Sewers/Sewage
--	--	--	--	--	2%	Cost of Living
--	--	--	--	--	2%	Finances/Money
--	--	--	--	--	2%	Health Issues

--	--	--	--	--	2%	Arts/Cultural Events
--	--	--	--	--	1%	Economy
--	--	--	--	--	1%	Entertainment
--	--	--	--	--	1%	Infrastructure
--	--	--	--	--	1%	Road Rage
--	--	--	--	--	1%	Drugs
--	--	--	--	--	1%	Construction – General
--	--	--	--	--	**	Pedestrian Safety
--	--	--	--	--	**	Noise Level – General
--	--	--	--	--	**	Pollen
--	--	--	--	--	1%	Homelessness
--	--	--	--	--	1%	Police Corruption
--	--	--	--	--	1%	Traffic Accidents
--	--	--	--	--	1%	Improving Parks
--	--	--	--	--	1%	Outer Perimeter
--	--	--	--	--	1%	Weather
--	--	--	--	1%	--	Family Planning
--	--	--	--	1%	1%	Quality of Life Issues
--	--	--	--	1%	--	Real Estate
--	3%	**	--	--	--	Racial Problems
--	2%	**	--	--	--	Police Brutality
2%	--	--	**	--	--	Moving/Living Somewhere Else
22%	22%	29%	15%	10%	3%	Other
3%	6%	5%	5%	6%	2%	Don’t Know/Refused

AIDED AWARENESS OF INFORMATION MESSAGES

3. Please tell me if you recall seeing, hearing or reading any information* in the Atlanta area in the past 6 months about: (*In 2002, we asked about information rather than advertising to account for broader impacts such as public relations and employer outreach. The measurement team made changes at the request of the Clean Air Campaign and other Framework Partners.)

a. Telecommuting or teleworking

JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	DEC 02*	
41%	65%	68%	36%	68%	59%	Yes
58%	34%	32%	63%	32%	41%	No
1%	1%	**	1%	**	--	Don't Know/Refused

---

b. Carpooling

JUNE 00*	SEPT 00*	NOV 00*	MAY 01*	DEC 01	DEC 02*	
60%	79%	84%	44%	79%	72%	Yes
40%	20%	16%	54%	21%	28%	No
--	--	**	2%	--	**	Don't Know/Refused

* In previous surveys, the question asked about "carpooling or vanpooling."

---

c. Carpool matching services available to commuters

DEC 01	DEC 02*	
55%	47%	Yes
45%	53%	No
**	**	Don't Know/Refused

---

d. Employer-based commute option programs**

DEC 02	
35%	Yes
65%	No
**	Don't Know/Refused

(**Added in December 2002)

SUMMARY TABLE OF YES, RECALL INFORMATION

DEC 01	DEC 02	
79%	72%	Carpooling
68%	59%	Telecommuting or Teleworking
55%	47%	Carpool matching services available to commuters
N/A	35%	Employer-based commute option programs

[N=884 WHO ARE AWARE OF TELECOMMUTING OR TELEWORKING INFORMATION]

4a. Being as specific as you can, what do you remember about the information for telecommuting or teleworking in the Atlanta area? That is, please describe the main message that was being communicated.

DEC 01	DEC 02	
57%	**44%**	**MESSAGE ELEMENTS (NET)**
29%	14%	Talk to your boss about Teleworking
23%	20%	Promotes Teleworking - general
13%	10%	Basic information about Teleworking/how to Telework
10%	7%	Reasons you should consider Teleworking
4%	--	Promotes Working From Home
38%	**35%**	**BENEFITS OF TELEWORKING (NET)**
12%	12%	It helps reduce pollution in this area
11%	6%	Keeps me out of traffic
11%	14%	It helps reduce traffic and congestion
9%	3%	I have less hassle/it reduces stress
4%	4%	It saves time
4%	4%	I don't have to drive to work every day
2%	3%	It saves money
1%	1%	I am more productive
**	1%	I have more control over my schedule
9%	**7%**	**CALLS TO ACTION (NET)**
7%	3%	Gives a phone number (1-877-CLEAN AIR) to call for more information
3%	1%	Gives a website (CleanAirCampaign.com) to visit for more information
N/A	4%	Cash Incentive ($180 for trying commute alternatives)
	17%	**OTHER**
4%	2%	Promotes Car Pooling/Ride Sharing
--	4%	Telecommuting is Being Offered by More Companies
--	1%	Less Interest in the Area
--	1%	Availability
--	1%	There are Other Options
--	1%	Being Able to Stay at Home
--	1%	General Negative
--	1%	More Interest in the Area
--	1%	More People are Telecommuting
--	1%	Help to Match me Up with Someone
--	1%	Incentives – General
--	**	Improves Quality of Life
--	**	Clean Air Act
--	**	Employers Being Encouraged to Offer Telecommuting
--	**	General Positive
1%	--	Remembers Certain Scenes From Commercial/Not Message
1%	**	HOV Lanes
1%	--	More People Are Doing It
1%	--	Promoting DSL Connections/Faster Internet
1%	--	MARTA
1%	--	It's Selling Phones/Phone Services
1%	**	Governor Barnes Encourages Teleworking
1%	4%	Other
11%	11%	Don't remember specifics/don't remember message
1%	1%	Don't Know/Refused

[n=884 WHO ARE AWARE OF TELECOMMUTING OR TELEWORKING INFORMATION]

4b. Still thinking about the teleworking information you just described, please tell me who the sponsor was.

MAY 01	DEC 01	DEC 02	
5%	10%	6%	Clean Air Campaign
--	2%	--	Georgia Clean Air Campaign/Commission
**	**	**	1-877-CLEANAIR
		11%	**GOVERNMENT ORGANIZATIONS**
2%	6%	4%	Department of Transportation
--	3%	2%	Georgia/State of Georgia/State Government
1%	2%	1%	Georgia Department of Highways
**	2%	**	Atlanta Regional Transportation
--	2%	2%	Government/Government Agency
--	1%	1%	Governor/Governor Barnes
--	1%	1%	City/City of Atlanta
**	**	**	Atlanta Regional Commission
--	--	1%	Georgia Regional Transportation Authority (GRTA)
--	--	1%	Federal Government
		8%	**PRIVATE COMPANIES**
--	2%	2%	Bell South
--	--	1%	Work/Corporate Sponsors
--	2%	1%	MARTA
--	--	1%	Turner Broadcasting
--	1%	**	AT&T
--	1%	1%	Private Companies (General)
--	--	**	Sprint
--	--	**	Georgia Power
--	--	**	Coca-Cola
--	--	**	Hewlett Packard
--	--	**	Delta Airlines
--	--	**	IBM
--	--	**	Home Depot
		33%	**OTHER**
--	1%	1%	Public Service Announcement
--	1%	**	RideShare/RideFind/Carpooling
--	--	**	Television
--	--	1%	School/College
--	--	**	PEDS/Pedestrians Educating Drivers On Safety
--	--	**	Environmental Agencies
--	--	**	News - General
--	--	1%	Internet
--	--	1%	Word of Mouth
--	**	2%	Radio Stations
--	--	3%	Newspaper
--	--	**	Healthcare/Hospital
10%	6%	1%	Other
66%	59%	64%	Don't Know/Refused

[n=1,074 WHO ARE AWARE OF CARPOOLING INFORMATION]

5a. Being as specific as you can, what do you remember about the information for carpooling in the Atlanta area? That is, please describe the main message that was being communicated.

DEC 01	DEC 02	
55%	**44%**	**MESSAGE ELEMENTS (NET)**
34%	23%	Promotes Carpooling - general
14%	7%	Reasons you should consider Carpooling
11%	10%	How to find a Carpool partner
9%	12%	Basic information about Carpooling
37%	**37%**	**BENEFITS OF CARPOOLING (NET)**
11%	19%	It helps reduce pollution in this area
11%	15%	It helps reduce traffic and congestion
10%	3%	It saves time
7%	5%	Keeps me out of traffic
7%	3%	I have less hassle/it reduces stress
3%	4%	It saves money
2%	2%	I can make new friends/meet interesting people
1%	1%	I don't have to drive to work every day
1%	**	I am more productive
**	1%	I have more control over my schedule
**	**	It is safer
10%	**17%**	**CALLS TO ACTION (NET)**
9%	9%	Gives a phone number (1-87-RIDE FIND) to call for more information
N/A	6%	Cash Incentive ($180 for trying commute alternatives)
**	1%	Gives a website (CleanAirCampaign.com) to visit for more information
**	**	Ask your employer
	15%	**OTHER**
6%	6%	Carpool lanes/HOV lanes
3%	--	Specific scenes from commercials
1%	2%	MARTA
1%	1%	Saves fuel/gas
1%	--	Telecommuting/Teleworking
**	**	Government support
**	**	RideShare/Ride sharing
--	**	Park and Ride
--	**	Signs and Billboards
--	**	Availability
--	**	Heard on Radio
--	1%	General Negative
2%	2%	Other
13%	7%	Don't remember specifics/Don't remember message
2%	3%	Don't Know/Refused

[n=1,074 WHO ARE AWARE OF CARPOOLING INFORMATION]

5b. Still thinking about the carpooling information you just described, please tell me who the sponsor was.

MAY 01	DEC 01	DEC 02	
5%	8%	6%	The Clean Air Campaign
--	1%	--	Georgia Clean Air Campaign
--	1%	--	1-87-RIDEFIND
--	**	--	Clean Air - General
--	--	**	1-877-CLEANAIR
--	**	--	Atlanta Clean Air
		20%	**GOVERNMENT ORGANIZATIONS**
8%	11%	8%	Department of Transportation
2%	3%	2%	Georgia Department of Highways
--	3%	4%	State/State Government/State of Georgia
--	2%	--	Georgia Department of Transportation
--	2%	2%	City of Atlanta
--	1%	1%	Government/Government Agency
**	1%	**	Transit Authority
**	1%	1%	Atlanta Regional Transportation
--	--	1%	Georgia Regional Transportation Authority (GRTA)
--	--	**	Governor/Governor Barnes
1%	**	**	Atlanta Regional Commission
--	**	--	County – General
--	**--**	**3%**	**PRIVATE COMPANY (NET)**
--	**--**	1%	Work/Corporate Sponsors
--	**--**	1%	Delta Airlines
--	**--**	1%	Bell South
--	**--**	**	Sprint
--	**--**	**	Home Depot
--	**--**	**	Coca-Cola
--	**--**	**	Georgia Power
--	**--**	**	IBM
--	**--**	**	Company - General
--	**--**	**	Hewlett Packard
		33%	**OTHER**
--	3%	3%	MARTA
3%	1%	2%	Rideshare/carpooling organization, general
--	--	1%	Public/Public Service Announcement
--	--	1%	Television
--	--	1%	School/College
--	--	**	PEDS/Pedestrians Educating Drivers On Safety
--	--	1%	Environmental Agencies
--	--	1%	News - General
--	--	1%	TMAs
--	--	**	Signs/Billboards
--	--	**	Health Care/Hospital
--	--	3%	Newspaper

--	**	--	News/News Media - General
--	**	1%	Radio Stations
7%	6%	1%	Other
51%	55%	55%	Don't Know/Refused

[n=709 WHO ARE AWARE OF CARPOOL MATCHING SERVICES INFORMATION]

6a. Being as specific as you can, what do you remember about the information for carpool matching services? That is, please describe the main message that was being communicated.

DEC 01	DEC 02	
44%	**37%**	**MESSAGE ELEMENTS (NET)**
21%	17%	How to find a carpool partner
17%	12%	Promotes carpooling - general
8%	9%	Basic information about carpooling
5%	2%	Reasons you should consider carpooling
22%	**20%**	**CALLS TO ACTION (NET)**
21%	14%	Gives a phone number (187-RIDEFIND) to call for more information
N/A	5%	Cash Incentive ($180 for trying commute alternatives)
2%	2%	Gives a website (CleanAirCampaign.com) to visit for more information
--	1%	Ask your employer
15%	**16%**	**BENEFITS OF CARPOOL MATCHING SERVICES (NET)**
5%	7%	It helps reduce traffic and congestion
4%	2%	It saves time
4%	8%	It helps reduce pollution in this area
4%	2%	I have less hassle/it reduces stress
2%	2%	Keeps me out of traffic
2%	1%	I can make new friends/meet interesting people
1%	3%	It saves money
1%	**	I don't have to drive to work every day
**	**	I have more control over my schedule
**	--	I am more productive
	5%	**OTHER**
2%	**	Carpool lanes/HOV lanes
1%	--	Specific scenes from commercials
--	**	Park and Ride
--	1%	Availability
--	1%	Signs/Billboards
--	1%	Heard on Radio
1%	--	RideShare/Ride sharing
**	**	MARTA
**	**	Saves fuel/gas
3%	1%	Other
27%	23%	Don't Remember Specifics/Don't Remember Message
4%	11%	Don't Know/Refused

[n=709 WHO ARE AWARE OF CARPOOL MATCHING SERVICES INFORMATION]

6b. Still thinking about the information for carpool matching services you just described, please tell me who the sponsor was.

DEC 01	DEC 02	
6%	4%	The Clean Air Campaign
2%	--	1-87-RIDEFIND
1%	--	Georgia Clean Air
**	--	Clean Air - general
--	**	1-877-CLEANAIR
--	**3%**	**PRIVATE COMPANY (NET)**
--	1%	Company - General
--	1%	Work/Corporate Sponsors
--	1%	Home Depot
--	1%	Delta Airlines
--	**	Coca-Cola
--	**	Sprint
--	**	Bell South
	13%	**GOVERNMENT ORGANIZATIONS**
10%	5%	Georgia Department of Transportation
3%	2%	State/State Agency/State Government
2%	1%	Georgia Department of Highways
1%	**	Atlanta Regional Transportation
1%	**	City of Atlanta
1%	--	County - general
--	**	Atlanta Regional Commission (ARC)
--	**	Transit Authority
1%	2%	Georgia Regional Transportation Authority (GRTA)
--	1%	Government/Government Agency
	11%	**OTHER**
2%	2%	MARTA
1%	--	Private Companies - general
**	1%	Rideshare/carpooling organization, general
--	2%	Newspaper
--	2%	School/College
--	1%	Radio Stations
--	1%	News – general
--	1%	Word of Mouth
--	1%	Television
--	**	Signs/Billboards
--	**	Public Service Announcement
--	**	Health Care/Hospital
--	**	Environmental Agencies
6%	1%	Other
61%	70%	Don't Know/Refused

[n=529 WHO ARE AWARE OF EMPLOYER-BASED COMMUTE OPTIONS PROGRAM INFORMATION]

7a. Being as specific as you can, what do you remember about the information that you saw, read or heard for employer based commute option programs? That is, please describe the main message that was being communicated.

33%	**MESSAGE ELEMENTS (NET)**
14%	Basic Information About Employer Based Commute Options
13%	Promotes Carpooling/Vanpooling - General
6%	Reasons To Consider Employer Based Commute Options
3%	How To Find A Carpool Partner
19%	**CALLS TO ACTION (NET)**
9%	Cash Incentive ($180 For Trying Commute Alternatives)
9%	Ask Your Employers
1%	Gives A Phone Number (1-87-RIDEFIND) To Call For More Information
**	Gives A Website (CleanAirCampaign.com) To Visit For More Information
17%	**BENEFITS OF CARPOOLING (NET)**
6%	It Helps Reduce Traffic and Congestion
4%	It Helps Reduce Pollution In This Area
2%	I Have More Control Over My Schedule
2%	It Saves Money
2%	I Have Less Hassle/It Reduces Stress
2%	I Don't Have To Drive To Work Every Day
2%	Keeps Me Out Of Traffic
1%	I Am More Productive
1%	It Saves Time
**	I Can Make New Friends/Meet Interresting People
13%	**OTHER**
4%	Telecommuting/Teleworking
3%	MARTA
2%	Park And Ride
1%	Availability
**	Carpool Lanes/HOV Lanes
**	Saves Fuel/Gas
**	Heard on Radio
**	General Negative
3%	Other
22%	Don't Remember Specifics/Don't Remember Message
9%	Refused

[n=529 WHO ARE AWARE OF EMPLOYER-BASED COMMUTE OPTIONS PROGRAM INFORMATION]

7b. Still thinking about the information for employer based commute option programs you remember, please tell me who the sponsor was.

5%	Clean Air Campaign
**	1-877-CLEANAIR
14%	**PRIVATE COMPANY (NET)**
3%	Bell South
2%	Private Companies - General
2%	Work/Corporate Sponsors
2%	Delta Airlines
1%	Coca-Cola
1%	IBM
1%	Sprint
1%	Turner Broadcasting
1%	Home Depot
**	AT&T
**	Hewlett Packard
**	Company - General
**	Georgia Power
9%	**GOVERNMENT ORGANIZATIONS**
2%	Department Of Transportation
1%	Georgia Regional Transportation Authority (GRTA)
1%	Georgia/State of Georgia/State/State Government
1%	Government/Government Agency
1%	City/City of Atlanta
1%	Georgia Department Of Highways
1%	Federal Government
1%	Atlanta Regional Transportation
**	Atlanta Regional Commission (ARC)
**	Governor/Governor Barnes
11%	**OTHER**
4%	MARTA
2%	School/College
1%	Saw It In The Newspaper
1%	Health Care/Hospital
**	Radio Stations
**	Environmental Agencies
**	Saw It On Television
**	News - General
**	Internet
**	Public/Public Service Announcement
**	RideShare/RideFind/Carpooling
**	Word of Mouth
1%	Other
62%	Don't know/Refused

SPECIFIC ACTIONS RELATED TO ADVERTISING

Now, I'm going to read you a list of actions that some people might take after seeing, hearing or reading various information. As I read each one, please tell me if in the past year, you have: taken this action … considered taking this action … or not taken this action.

The first/next is…

[n=1,500 ASKED OF ALL RESPONDENTS]

8. Looked for a car or vanpool partner

DEC 01	DEC 02	
10%	9%	Taken this action
6%	7%	Considered taking this action
83%	84%	Not taken this action
**	--	Don't Know/Refused

[n=1,500 ASKED OF ALL RESPONDENTS]

9. Asked for information about transit, that is bus or train, routes and schedules

JUN 00*	SEP 00*	DEC 01	DEC 02	
16%	16%	20%	22%	Taken this action
8%	6%	6%	7%	Considered taking this action
76%	78%	73%	71%	Not taken this action
**	**	**	**	Don't Know/Refused

* Previous wording: Picked up a schedule for MARTA

[n=1,037 WHO ARE EMPLOYED PART- OR FULL-TIME]

10. Asked your boss or supervisor about telecommuting or teleworking

JUN 00	SEP 00	DEC 01	DEC 02	
11%	13%	18%	14%	Taken this action
8%	7%	6%	6%	Considered taking this action
79%	78%	76%	79%	Not taken this action
**	**	--	1%	Don't Know/Refused

[n=1,037 WHO ARE EMPLOYED PART- OR FULL-TIME]

11. Asked your boss about working flexible hours or about working a compressed work week, such as four ten-hour days per week

DEC 01	DEC 02	
25%	24%	Taken this action
9%	9%	Considered taking this action
65%	66%	Not taken this action
1%	1%	Don't Know/Refused

[n=1,037 WHO ARE EMPLOYED PART- OR FULL-TIME]

11a. Asked your boss or supervisor about employer-based commute option programs

DEC 02	
5%	Taken This Action
3%	Considered Taking This Action
90%	Not Taken This Action
1%	Don't know/Refused

[n=1,037 WHO ARE EMPLOYED PART- OR FULL-TIME]

11b. Called 1-877-CLEANAIR to find out about the cash incentive for trying a commute alternative

DEC 02	
1%	Taken This Action
4%	Considered Taking This Action
94%	Not Taken This Action
**	Don't know/Refused

SUMMARY TABLE OF TAKEN THIS ACTION

DEC 01	DEC 02	
25%	24%	Asked your boss about working flexible hours or about working a compressed work week, such as four ten-hour days per week
20%	22%	Asked for information about transit, that is bus or train, routes and schedules
18%	14%	Asked your boss or supervisor about telecommuting or teleworking
10%	9%	Looked for a car or vanpool partner
N/A	5%	Asked your boss or supervisor about employer-based commute option programs
N/A	1%	Called 1-877-CLEANAIR to find out about the cash incentive for trying a commute alternative

SUMMARY TABLE OF CONSIDERED TAKING THIS ACTION

DEC 01	DEC 02	
9%	9%	Asked your boss about working flexible hours or about working a compressed work week, such as four ten-hour days per week
6%	7%	Asked for information about transit, that is bus or train, routes and schedules
6%	7%	Looked for a car or vanpool partner
6%	6%	Asked your boss or supervisor about telecommuting or teleworking
N/A	4%	Called 1-877-CLEANAIR to find out about the cash incentive for trying a commute alternative
N/A	3%	Asked your boss or supervisor about employer-based commute option programs

12. If you were looking for information about alternative modes of transportation or commuting alternatives, where would you go to look for this information? Where else would you look for information?

DEC 01	DEC 02	
54%	56%	Internet/Worldwide web
22%	21%	Phone book/phone number - general
18%	**22%**	**MEDIA (NET)**
15%	18%	Newspaper - General
2%	3%	Television
2%	2%	Radio
1%	**	Advertising - General
1%	1%	Billboards/Bulletin boards
1%	1%	Atlanta Constitution
**	**	Magazines
**	--	Atlanta Journal
15%	17%	MARTA/MARTA partnership program
6%	5%	My employer
6%	5%	State/County/Local Government
5%	7%	From friends/family
4%	2%	Other local business organization
3%	4%	DOT/Department of Transportation
3%	1%	Chamber of Commerce
2%	2%	Library
	5%	**CLEAN AIR CAMPAIGN (NET)**
1%	3%	Clean Air Campaign
1%	**	1-87-RIDEFIND
**	1%	1-877-CLEAN AIR
1%	1%	Wouldn't look
1%	1%	Transit Authority
	1%	**LOCAL TMAs (NET)**
1%	**	Cobb County Transit
1%	1%	Cobb Rides
**	**	Metro Vanpool
**	--	Cumberland Transportation Network
**	--	Commute Connections
**	**	Georgia Building Authority Vanpool
**	--	Douglas County Rideshare
**	--	Commuter Choice
**	--	Clifton Corridor Transportation Management Assoc.
**	**	Midtown Transportation Solutions
--	**	Perimeter Transportation Coalition
1%	1%	Bus Stops/Stations
1%	1%	Train Station
--	1%	Schools/Colleges - General
--	1%	Airport/Airlines
**	--	Call Information/411
**	**	Access Atlanta
--	**	Department of Motor Vehicles/DMV
--	**	Georgia Regional Transportation Authority (GRTA)
**	**	Atlanta Regional Commission
**	--	Better Business Bureau
3%	2%	Other
8%	7%	Don't Know/Refused

IMPORTANCE OF QUALITY OF LIFE ISSUES IN ATLANTA

13. I'm going to read you a list of different issues relating to quality of life in the Atlanta area. Please tell me how important or serious you feel each issue is, using a scale of 1 to 10, where a "1" means it is not at all important or not at all serious and a "10" means it is very important or very serious. The first/next issue is…

Mean 2001	Mean 2002	Top (10) Box 2001	Top (10) Box 2002	
8.77	8.9	58%	59%	Education
8.60	8.4	52%	51%	Crime and Drugs
8.53	8.4	50%	46%	Traffic Congestion
8.40	8.5	46%	46%	Air Quality
8.36	8.4	45%	48%	Water Quality
N/A	8.3	N/A	39%	Economy*

*Added in December 2002.

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14. In your own opinion, what is the single biggest cause of the congestion and air quality problems here in the Atlanta area?

DEC 01	DEC 02	
31%	33%	The use of single occupancy vehicles
27%	24%	Too much growth/area has grown too fast
13%	13%	Poor public transit system
6%	**7%**	**GOVERNMENT/CITY MANAGEMENT (NET)**
5%	6%	Bad city planning/Development
1%	**	Government - General
5%	**3%**	**TRAFFIC/ROAD INFRASTRUCTURE (NET)**
2%	--	Road conditions
2%	2%	Not enough roads/Freeways
1%	1%	Traffic/Road infrastructure - General
4%	3%	Pollution from cars
4%	7%	Heavy traffic
3%	2%	Bad drivers
2%	2%	Large vehicles
1%	3%	Long commute
1%	**	Lack of commuting alternatives and Employer assistance
1%	**	Construction
1%	2%	Big business
1%	**	Cars in poor condition
**	**	Vehicles
--	1%	Fuel
--	1%	Pollution - General
**	1%	Car accidents
**	1%	Airports
--	**	People - General
**	--	ARC/Atlanta Regional Commission
**	--	Everybody in a hurry/Rushing around
3%	2%	Other
2%	2%	Don't Know/Refused

AWARENESS OF SERVICES

Now, I'm going to read you a list of programs and services available here in the Atlanta area to help commuters. As I read each one, please tell me if you have heard of the service or not. Have you contacted or been contacted by anyone regarding this service?

First/next, have you heard of…

15. Carpool and vanpool matching services

DEC 01	DEC 02	
51%	**45%**	**TOTAL HEARD OF (NET)**
3%	2%	Heard of/contacted
48%	44%	Heard of/no contact
49%	54%	Never heard of
**	**	Don't Know/Refused

---

16. Public transit, that is bus or train service, schedules and route information

DEC 01	DEC 02	
78%	**71%**	**TOTAL HEARD OF (NET)**
17%	25%	Heard of/contacted
62%	45%	Heard of/no contact
22%	29%	Never heard of
**	--	Don't Know/Refused

---

17. Subsidies available for commuters who use public transit, that is, ride the bus or train

DEC 01	DEC 02	
28%	**33%**	**TOTAL HEARD OF (NET)**
5%	5%	Heard of/contacted
24%	28%	Heard of/no contact
71%	67%	Never heard of
**	--	Don't Know/Refused

---

18. Free rides home in the case of emergencies for commuters who use alternative modes of transportation

DEC 01	DEC 02	
12%	**11%**	**TOTAL HEARD OF (NET)**
2%	1%	Heard of/contacted
10%	10%	Heard of/no contact
88%	89%	Never heard of

---

19. The toll-free number, 1-87-RIDEFIND to get information about commuting services

DEC 01	DEC 02	
54%	**43%**	**TOTAL HEARD OF (NET)**
2%	1%	Heard of/contacted
53%	42%	Heard of/no contact
46%	57%	Never heard of

---

20. The toll-free number, 1-877-CLEANAIR or cleanaircampaign.com to get information about commuting services

DEC 01	DEC 02	
62%	**56%**	**TOTAL HEARD OF (NET)**
2%	2%	Heard of/contacted
59%	54%	Heard of/no contact
38%	44%	Never heard of
**	**	Don't Know/Refused

SUMMARY TABLE

Total Heard 2001	Total Heard 2002	Contacted 2001	Contacted 2002	
78%	71%	17%	25%	Public transit, that is bus or train service, schedules and route information
62%	56%	2%	2%	The toll-free number, 1-877-CLEANAIR
54%	43%	2%	1%	The toll-free number, 1-87-RIDEFIND to get information about commuting services
51%	45%	3%	2%	Carpool and vanpool matching services
28%	33%	5%	5%	Subsidies available for commuters who use public transit, that is, ride the bus or train
12%	11%	2%	1%	Free rides home in the case of emergencies for commuters who use alternative modes of transportation
6%	5%	4%	3%	And, have you heard of or been in contact with any other service that provides commute information or assistance?

20a. And, have you heard of or been in contact with any other service that provides commute information or assistance?

DEC 01	DEC 02	
6%	**5%**	**TOTAL HEARD OF (NET)**
4%	3%	Heard of/contacted
3%	2%	Heard of/no contact
94%	95%	Never heard of

[n=77 WHO HAVE HEARD OF OTHER SERVICES THAT PROVIDE COMMUTE INFORMATION OR ASSISTANCE]

20b. What was the name of that service?

DEC 01	DEC 02	
	25%	**TRANSIT (NET)**
20%	23%	MARTA
1%	--	Gwinett Transit
9%	3%	Cobb County Transit
	12%	**TDM PROGRAMS (NET)**
3%	3%	Emory University
2%	3%	Commute Connections
1%	2%	The Clean Air Campaign
--	2%	Cobb Ride
--	1%	BATMA
--	1%	Clifton Charter Bus
	10%	**SHUTTLE SERVICES (NET)**
9%	1%	Shuttle Services - General
--	3%	Non Emergency Transportation
--	5%	Department of Transportation
1%	--	Aspect Shuttle
1%	--	Holiday Shuttles
	5%	**RIDE SHARE (NET)**
3%	5%	Ride Share
--	6%	Specific/Private Company
--	5%	Specific/Non-Profit Organization
--	4%	Taxi
1%	2%	Internet
5%	1%	Van Pool
2%	1%	Suburban American
3%	1%	Television
2%	1%	Senior Services
2%	--	Church Organization
3%	--	Newspaper
2%	--	Highway Signs/Bulletin Boards
4%	--	At Work
--	3%	None
9%	5%	Other
9%	--	Doesn't Remember
14%	17%	Don't Know/Refused

[n=445 ASKED IF MENTIONED THEY HAD BEEN CONTACTED REGARDING ALTERNATIVE MODES]

20c. Earlier you mentioned that you have contacted or been contacted regarding alternative modes of transportation services. Of those services or programs that you have contacted or been contacted, which ones have you used?

58%	Information On Public Transit
6%	Subsidies Available For Commuters Who Use Public Transit
5%	The Toll-Free Number, 1-877-CLEANAIR Or Cleanaircampaign.com To Get Information About Commuting Services
5%	Carpool And Vanpool Partner Matching Services
3%	The Toll-Free Number, 1-87-RIDEFIND To Get Ridematching Services Information
2%	Free Rides Home In The Case Of Emergencies For Commuters Who Use Alternative Modes Of Transportation
20%	None
14%	Don't know/Refused

[n=1,037 WHO ARE EMPLOYED PART- OR FULL-TIME]

21. As far as you know, does your employer offer any programs or assistance to employees who are interested in alternative modes of transportation or commuting alternatives?

DEC 01	DEC 02	
20%	24%	Yes
79%	73%	No
1%	3%	Don't Know/Refused

[n=248 WHOSE EMPLOYER OFFERS COMMUTING ALTERNATIVES]

21a. Specifically, what programs does your employer offer to employees who are interested in alternative modes of transportation or commuting alternatives?

DEC 01	DEC 02	
47%	47%	Subsidies or discount passes for employees who ride transit
21%	22%	Carpool or vanpool matching services
19%	16%	Teleworking opportunities
13%	9%	Shuttle services
9%	11%	Flexible arrival and departure schedules
9%	5%	Reserved parking spaces for carpools and vanpools
7%	5%	Compressed or alternative work weeks
6%	5%	Subsidies for employees who vanpool
5%	--	Parking Discounts
5%	4%	Free rides home
--	1%	Incentives - General
4%	--	MARTA - General
3%	11%	Subsidies for employees who carpool
2%	1%	Tax benefits for transportation costs (Commuter Choice)
1%	--	Alternative Commute Options - General
7%	3%	Other programs
3%	7%	Don't Know/Refused

[n=248 WHOSE EMPLOYER OFFERS COMMUTING ALTERNATIVES]

21b. Have you taken advantage of or tried any of these special programs or services?

DEC 01	DEC 02	
42%	35%	Yes
58%	65%	No

[n=248 WHOSE EMPLOYER OFFERS COMMUTING ALTERNATIVES]

21c. How valuable do you find these commuting services? Do you find them:

DEC 01	DEC 02	
61%	**50%**	**TOTAL VALUABLE (NET)**
39%	**49%**	**TOTAL NOT VALUABLE (NET)**
26%	24%	Extremely valuable
36%	27%	Very valuable
18%	31%	Of some value
20%	18%	Of little or no value
--	1%	Don't Know/Refused

THE CLEAN AIR CAMPAIGN

22. The Atlanta region has an organization, the Clean Air Campaign, that provides education, advertising and services related to improving air quality and reducing traffic congestion by promoting alternative transportation options. Have you heard of this organization?

MAY 01	DEC 01	DEC 02	
49%	41%	50%	Yes
50%	58%	50%	No
1%	**	**	Don't Know/Refused

[n=748 WHO HAVE HEARD OF THE CLEAN AIR CAMPAIGN]

22a. Have you called or been contacted or in any way used the services offered by the Clean Air Campaign?

DEC 01*	DEC 02	
8%	6%	Yes
90%	94%	No
1%	**	Don't know/Refused

(*Asked of everyone in 2001. Data was filtered to include only those who were aware of CAC to be comparable to 2002.)

[n=748 WHO HAVE HEARD OF THE CLEAN AIR CAMPAIGN]

23. Specifically, what services does the Clean Air Campaign provide? What other services does the Clean Air Campaign provide?

DEC 01	DEC 02	
45%	**50%**	**ALTERNATIVE MODES OF TRAVEL (NET)**
21%	21%	Encourages Carpooling
10%	7%	Promotes Telecommuting/Teleworking
9%	18%	Carpool Matching Services
8%	11%	Alternative Transportation - General
6%	7%	Ride Sharing
3%	1%	Using HOV Lanes
3%	2%	Encourages Use Of MARTA
2%	2%	Using Alternative Fuel Vehicles
**	**	Promotes PATH/Bike Lanes
37%	**21%**	**EDUCATION/AWARENESS (NET)**
16%	11%	Promoting Clean Air Quality
12%	8%	Education/Awareness - General
9%	2%	Ads For Public Transportation
5%	3%	Smog Alerts
1%	1%	Awareness On When To Fill Up Gas Tanks
21%	**14%**	**POLLUTION CONTROL (NET)**
15%	6%	Emissions Testing
6%	6%	Reduce Traffic Congestion/Pollution
1%	3%	Pollution Clean Up
1%	1%	Controlling Industrial Pollution
1%	1%	Controlled Burns
11%	**2%**	**FAMILIARITY (NET)**
11%	2%	Heard Of Them
9%	**18%**	**OTHER (NET)**
5%	7%	Don't Remember/Not Familiar
2%	**	General Negative
1%	--	Option Not Available In My Area
**	4%	Nothing/None
**	1%	General Positive
1%	17%	Other
9%	11%	Don't Know/Refused

[n=748 WHO HAVE HEARD OF THE CLEAN AIR CAMPAIGN]

24. How valuable do you personally find an organization such as this? Do you find it:

MAY 01	DEC 01	DEC 02	
82%	**67%**	**81%**	**TOTAL VALUABLE (NET)**
16%	**33%**	**18%**	**TOTAL NOT VALUABLE (NET)**
39%	22%	32%	Extremely valuable
43%	45%	48%	Somewhat valuable
10%	19%	12%	Of little value
5%	13%	6%	Not valuable at all
2%	1%	1%	Don't Know/Refused

COMMUTING PATTERNS

Now, I would like to read you a series of questions about your personal commuting situation and specifically, your commute last week. These questions may seem repetitive but they will only take a couple of minutes, so please bear with me.

[n=1,037 EMPLOYED PART- OR FULL-TIME FOR Q.25-31]

MAY 2001: WEEKDAYS (MONDAY – FRIDAY)

[MULTIPLE PUNCHES ACCEPTED]

Mon.	Tues.	Wed.	Thurs.	Fri.	
80%	79%	79%	79%	75%	Drove alone in my car
8%	9%	9%	9%	9%	Rode in a car pool or rode with a co-worker, another person who works nearby, a family member or friend
**	**	**	2%	**	Rode in a van pool
2%	1%	2%	**	1%	Rode MARTA Train
1%	1%	1%	1%	**	Rode a MARTA or Cobb Community Transit (CCT)
1%	1%	1%	1%	1%	Walked, Biked, Rollerbladed or some similar means of transportation **[**
2%	2%	2%	2%	2%	Teleworked or worked from home
6%	6%	6%	6%	10%	Did Not Work
1%	1%	1%	1%	1%	DK/Refused

DECEMBER 2001: WEEKDAYS (MONDAY – FRIDAY)

[MULTIPLE PUNCHES ACCEPTED]

Mon.	Tues.	Wed.	Thurs.	Fri.	
74%	77%	76%	75%	72%	Drove alone in my car
8%	7%	8%	7%	7%	Rode in a car pool or rode with a co-worker, another person who works nearby, a family member or friend
**	**	**	**	**	Rode in a van pool
2%	2%	2%	2%	2%	Rode MARTA Train
2%	2%	1%	1%	1%	Rode a MARTA,Cobb Community Transit (CCT), or C-Tran bus
2%	2%	1%	2%	2%	Walked, Biked, Rollerbladed or some similar means of transportation **[**
5%	4%	4%	4%	4%	Teleworked or worked from home
1%	1%	2%	2%	3%	Compressed Work Schedule Day Off
7%	5%	6%	6%	9%	Did Not Work
**	1%	1%	1%	1%	DK/Refused

DECEMBER 2002: WEEKDAYS (MONDAY – FRIDAY)

[MULTIPLE PUNCHES ACCEPTED]

Mon.	Tues.	Wed.	Thurs.	Fri.	
78%	78%	77%	77%	75%	Drove alone in my car
6%	7%	6%	6%	5%	Rode in a car pool or rode with a co-worker, another person who works nearby, a family member or friend
**	**	**	**	**	Rode in a van pool
2%	2%	2%	2%	2%	Rode MARTA Train
2%	1%	1%	1%	1%	Rode a MARTA,Cobb Community Transit (CCT), or C-Tran bus
3%	3%	3%	3%	3%	Walked, Biked, Rollerbladed or some similar means of transportation
3%	3%	3%	4%	3%	Teleworked or worked from home
1%	**	**	**	1%	Compressed Work Schedule Day Off
5%	5%	6%	7%	10%	Did Not Work
1%	**	**	**	**	DK/Refused

MAY 2001: WEEKENDS (SATURDAY AND SUNDAY)

[MULTIPLE PUNCHES ACCEPTED]

Sat.	Sun.	
17%	11%	Drove alone in my car
2%	1%	Rode in a car pool or rode with a co-worker, another person who works nearby, a family member or friend
**	--	Rode in a van pool
**	**	Rode MARTA Train
**	**	Rode a MARTA or Cobb Community Transit (CCT)
**	**	Walked, Biked, Rollerbladed or some similar means of transportation
**	**	Teleworked or worked from home
78%	86%	Did not Work
2%	1%	Don't Know/Refused

DECEMBER 2001: WEEKENDS (SATURDAY AND SUNDAY)

[MULTIPLE PUNCHES ACCEPTED]

Sat.	Sun.	
20%	13%	Drove alone in my car
2%	1%	Rode in a car pool or rode with a co-worker, another person who works nearby, a family member or friend
**	--	Rode in a van pool
**	**	Rode MARTA Train
1%	**	Rode a MARTA, Cobb Community Transit (CCT) or C-Tran Bus
1%	**	Walked, Biked, Rollerbladed or some similar means of transportation
1%	1%	Teleworked or worked from home
12%	13%	Compressed Work Schedule Day Off
64%	72%	Did not Work
1%	**	Don't Know/Refused

DECEMBER 2002: WEEKENDS (SATURDAY AND SUNDAY)

[MULTIPLE PUNCHES ACCEPTED]

Sat.	Sun.	
18%	12%	Drove alone in my car
2%	2%	Rode in a car pool or rode with a co-worker, another person who works nearby, a family member or friend
--	--	Rode in a van pool
**	**	Rode MARTA Train
**	**	Rode a MARTA, Cobb Community Transit (CCT) or C-Tran Bus
1%	1%	Walked, Biked, Rollerbladed or some similar means of transportation
1%	2%	Teleworked or worked from home
1%	1%	Compressed Work Schedule Day Off
75%	81%	Did not Work
1%	1%	Don't Know/Refused

SUMMARY TABLE: WEEKLY COMMUTING HABITS (MONDAY THROUGH FRIDAY)*

MAY 01	DEC 01	DEC 02	
85%	81%	83%	Always Drive Alone
10%	8%	7%	Sometimes car pool with a co-worker, another person who works nearby, a family member or friend
0%	0.4%	0.2%	Sometimes van pool
2%	2%	2%	Sometimes ride MARTA Train
0.6%	2%	1%	Sometimes ride a MARTA, Cobb Community Transit (CCT) or C-Tran Bus
1%	2%	3%	Sometimes walk, bike, rollerblade or use some similar means of transportation
2%	4%	4%	Sometimes teleworked or worked from home
N/A	2%	.05%	Took a compressed work schedule day off

*Reported as a percentage of total trips (Monday through Friday) among only those who work or had a compressed work schedule day off (base = total work days)

[n=103 ASKED ONLY OF THOSE WHO CARPOOLED IN THE LAST WEEK]

31a. Including yourself, how many people usually ride in your carpool?

63%	2
28%	3
4%	4
2%	5
3%	Don't know/Refused
2.3	**MEAN**

[n=3 ASKED ONLY OF THOSE WHO VANPOOLED IN THE LAST WEEK]

31b. Including yourself, how many people usually ride in your vanpool?

34%	2
48%	5
19%	Don't know/Refused
2.3	**MEAN**

[n=52 ASKED ONLY OF THOSE WHO TELEWORKED IN THE LAST WEEK]

31c. You said that you teleworked or worked from home **[INSERT NUMBER OF DAYS FROM Q25-31 SERIES]** days last week. Is this the number of days per week you typically telecommute? **[IF NO, ASK]** How often do you typically telecommute?

30%	**1-2 DAYS A WEEK (NET)**
16%	1 Day A Week
14%	2 Days A Week
11%	**3-4 DAYS A WEEK (NET)**
7%	3 Days A Week
3%	4 Days A Week
52%	**5-7 DAYS A WEEK (NET)**
34%	5 Days A Week
3%	6 Days A Week
15%	7 Days A Week
7%	1-3 Times Per Month
1%	Don't know/Refused

[n=32 ASKED ONLY OF THOSE WHO WORKED A COMPRESSED OR FLEXIBLE SCHEDULE IN THE LAST WEEK]

31d. You said that you had a compressed work week day off last week. What type of compressed schedule do you usually work?

32%	4/40 - That is, a 40 Hour Week In Four Days With One Week Day Off Each Week
10%	9/80 - That is, 80 Hours In a Nine Day Period With One Week Day Off Every Two Weeks
9%	3/36 - That is, 36 Hours In a Three Day Period With Two Week Days Off Each Week
7%	Constantly Changing Schedule
4%	Four 8-11 Hour Days
22%	Other
16%	I do not usually work a compressed work week schedule

[n=226 WHO USED AN ALTERNATIVE MODE OF TRANSPORTATION ANY DAY LAST WEEK IN Q.25-31]

32a. About how long have you been ***[carpooling, vanpooling, riding the train, riding the bus, bicycling, walking, teleworking***] to work/school?

DEC 01	DEC 02	
12%	11%	0 - 1 month
3%	5%	2 months
4%	6%	3 months
4%	3%	4 months
2%	3%	5 months
7%	4%	6 months
1%	1%	7 months
2%	2%	8 months
--	3%	9 months
1%	1%	10 months
--	**	11 months
13%	13%	12 months
48%	45%	More than 12 months
5%	1%	Don't Know/Refused
	26.0	**MEAN**

[n=226 WHO USED AN ALTERNATIVE MODE OF TRANSPORTATION ANY DAY LAST WEEK IN Q.27-33]

32b. How did you typically travel to work/school before you started ***[carpooling, vanpooling, riding the train, riding the bus, bicycling, walking, teleworking***]?

DEC 01	DEC 02	
77%	73%	Drive alone in your car
7%	10%	Ride in a carpool or ride with a co-worker, another person who works nearby, a family member or friend
--	1%	Ride in a vanpool
4%	3%	Ride MARTA train
3%	2%	Ride a MARTA, Cobb Community Transit (CCT) or C-Tran Bus
1%	1%	Telework or work from home
1%	4%	Walk, Bike, Rollerblade or use some similar means of transportation
7%	8%	Don't Know/Refused

[n=209 WHO TRAVELED TO WORK/SCHOOL BEFORE CHANGING TO AN ALTERNATE MODE OF TRANSPORTATION]

32c. About how many days per week did you…

DEC 01	DEC 02	
2%	**7%**	**1-2 DAYS (NET)**
--	4%	1 Day
2%	4%	2 Days
23%	**18%**	**3-4 DAYS (NET)**
9%	6%	3 Days
14%	11%	4 Days
75%	**75%**	**5-7 DAYS (NET)**
64%	63%	5 Days
5%	3%	6 Days
5%	8%	7 Days
4.77	**4.70**	**Mean**

[n=165 ASKED OF THOSE WHO SWITCHED FROM DRIVING ALONE TO USING AN ALTERNATIVE COMMUTE MODE]

33. What influenced your decision to make this change in how you travel to work?

23%	Moved My Home Or Changed Jobs
11%	Wanted To Save Money
9%	Didn't Want To Drive, Traffic Was Worse
8%	More Convenient - General
8%	Didn't Have Access To A Car/Truck For Regular Use
6%	Concerned About The Environment
6%	New Type Of Transportation Became Available
6%	Had a Child/Family
4%	Someone Needed a Ride
4%	Change in Schedule/Routine
4%	Wanted To Save Time
2%	Employer Implemented Telework Policy
2%	Received Other Commute Service From Employer
2%	Use of Carpool Lane
1%	Word of Mouth
1%	New Mass Transit Line Became Available
1%	Weather Related
1%	Received Carpool/Vanpool/Transit Subsidy
1%	Quality of List
**	Parking Not Easily Available At Worksite
**	Parking Cost Too High
8%	Other
1%	Don't know/Refused

[n=4 ASKED OF THOSE WHO SAID THEY RECEIVED ANOTHER COMMUTE SERVICE FROM THEIR EMPLOYER IN Q.33]

33a. What was the commute service you received from your employer?

15%	Shuttle Bus To MARTA Or Other Location
32%	Other
53%	Don't know/Refused

Next, I'd like you to think back over the PAST YEAR.

Please tell me if in the past year you EVER traveled to work/school by the following means:

[n=934 WHO DID NOT CAR POOL LAST WEEK]

34. Riding in a car pool or riding with a co-worker, another person who works nearby, a family member or friend

MAY 01	DEC 01	DEC 02	
28%	36%	20%	Yes
72%	64%	80%	No

[n=286 WHO TRAVELED TO WORK/SCHOOL USING CAR POOL WITHIN PAST YEAR OR PAST WEEK]

34A. How often do you typically ride in a car pool to work/school?

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	DEC 02	
29%	21%	24%	18%	20%	17%	22%	5-7 DAYS PER WEEK (5+ times last week)
6%	9%	5%	9%	7%	7%	11%	3-4 DAYS PER WEEK (3-4 times last week)
9%	14%	11%	11%	9%	9%	12%	1-2 DAYS PER WEEK (1-2 times last week)
				16%	13%	18%	1-3 TIMES PER MONTH (0 times last week)
55%	56%	60%	62%	24%	26%	16%	LESS THAN ONCE PER MONTH
				N/A	N/A	8%	TRIED ONLY ONCE IN THE PAST YEAR
				15%	27%	13%	IN EMERGENCIES ONLY
				7%	1%	1%	DON'T KNOW/REFUSED

*2000 values for each range are presented in parenthesis; 1 - 3 times per month, less than once per month, and emergencies only categories are combined as 0 times last week.

In 2000, carpool and vanpool data are collected together.

[n=286 WHO TRAVELED TO WORK/SCHOOL USING CAR POOL WITHIN PAST YEAR OR PAST WEEK]

34a. How often do you typically ride in a car pool to work/school?

DEC 01	DEC 02	
9%	**12%**	**1-2 DAYS (NET)**
4%	7%	1 day a week
5%	5%	2 days a week
7%	**11%**	**3-4 DAYS (NET)**
6%	7%	3 days a week
2%	4%	4 days a week
17%	**22%**	**5-7 DAYS (NET)**
15%	20%	5 days a week
1%	1%	6 days a week
1%	1%	7 days a week
13%	18%	1-3 times per month
26%	16%	Less than once per month
N/A	8%	Tried only once in the past year
27%	13%	In emergencies only
1%	1%	Don't Know/Refused

[n=183 WHO TRAVELED TO WORK/SCHOOL USING CAR POOL WITHIN PAST YEAR]

34b. Including yourself, how many people typically rode in your carpool?

59%	2
31%	3
7%	4
1%	5
1%	6 Or More
2.5	**MEAN**

[n=1,034 WHO DID NOT VAN POOL LAST WEEK]

Please tell me if in the past year you EVER traveled to work/school by:

35. Riding in a van pool.

MAY 01	DEC 01	DEC 02	
2%	2%	2%	Yes
98%	98%	98%	No
**	--	--	Don’t Know/Refused

[n=24 WHO HAVE VAN POOLED WITHIN THE PAST YEAR OR THE PAST WEEK]

35a. How often do you typically ride in a van pool to work/school?

MAY 01	DEC 01	DEC 02	
31%	15%	14%	5-7 Days Per Week
3%	14%	11%	3-4 Days Per Week
13%	--	13%	1-2 Days Per Week
18%	18%	44%	1-3 Times Per Month
12%	43%	--	Less Than Once Per Month
N/A	N/A	16%	Tried Only Once In The Past Year
12%	11%	2%	In Emergencies Only
12%	--	--	Don't Know/Refused

[n=24 WHO HAVE VAN POOLED WITHIN THE PAST YEAR OR THE PAST WEEK]

35a. How often do you typically ride in a van pool to work/school?

DEC 01	DEC 02	
--	**13%**	**1-2 DAYS (NET)**
--	8%	1 day a week
--	5%	2 days a week
14%	**11%**	**3-4 DAYS (NET)**
6%	11%	3 days a week
8%	--	4 days a week
15%	**14%**	**5-7 DAYS (NET)**
15%	14%	5 days a week
--	--	6 days a week
--	--	7 days a week
18%	44%	1-3 times per month
43%	--	Less than once per month
--	16%	Tried only once in the past year
11%	2%	In emergencies only

[n=21 WHO HAVE VAN POOLED WITHIN THE PAST YEAR]

35b. Including yourself, how many people typically rode in your vanpool?

14%	2
47%	3 – 4
17%	5
9%	6
3%	8
3%	9 – 10
8%	11 – 12
5.2	**MEAN**

[n=1,003 WHO DID NOT USE MARTA TRAIN LAST WEEK]

Please tell me if in the past year you EVER traveled to work/school by:

36. Riding MARTA Train

MAY 01	DEC 01	DEC 02	
11%	16%	20%	Yes
89%	84%	80%	No

[n=233 WHO HAVE USED MARTA TRAIN WITHIN THE PAST YEAR OR THE PAST WEEK]

36a. How often do you typically ride MARTA train to work/school?

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	DEC 02	
19%	13%	16%	27%	20%	22%	18%	5-7 DAYS PER WEEK (5+ times last week)
5%	4%	2%	3%	10%	3%	8%	3-4 DAYS PER WEEK (3-4 times last week)
11%	16%	18%	10%	9%	12%	11%	1-2 DAYS PER WEEK (1-2 times last week)
64%	66%	63%	60%	15%	18%	19%	1-3 TIMES PER MONTH (0 times last week)
				26%	21%	14%	LESS THAN ONCE PER MONTH
N/A	N/A	N/A	N/A	N/A	N/A	14%	TRIED ONLY ONCE IN THE PAST YEAR
				15%	22%	13%	IN EMERGENCIES ONLY
				6%	4%	2%	DON'T KNOW/REFUSED

*2000 values for each range are presented in parenthesis; 1 - 3 times per month, less than once per month, and emergencies only categories are combined as 0 times last week.

[n=233 WHO HAVE USED MARTA TRAIN WITHIN THE PAST YEAR OR THE PAST WEEK]

36a. How often do you typically ride MARTA train to work/school?

DEC 01	DEC 02	
12%	**11%**	**1-2 DAYS (NET)**
7%	5%	1 day a week
4%	6%	2 days a week
3%	**8%**	**3-4 DAYS (NET)**
3%	4%	3 days a week
--	5%	4 days a week
22%	**18%**	**5-7 DAYS (NET)**
20%	14%	5 days a week
1%	1%	6 days a week
1%	2%	7 days a week
18%	19%	1-3 times per month
21%	14%	Less than once per month
N/A	14%	Tried only once in the past year
22%	13%	In emergencies only
4%	2%	Don't Know/Refused

[n=1,014 WHO DID NOT USE MARTA, CCT, OR C-TRAN BUS LAST WEEK]

37. Riding a MARTA, Cobb Community Transit (CCT) or C-Tran Bus

MAY 01	DEC 01	DEC 02	
8%	13%	15%	Yes
92%	87%	85%	No
**	--	**	Don't Know/Refused

[n=173 WHO HAVE USED MARTA, CCT, OR C-TRAN BUS WITHIN THE PAST YEAR OR THE PAST WEEK]

37a. How often do you typically ride a MARTA, CCT or C-Tran bus to work/school?

MAY 01	DEC 01	DEC 02	
23%	18%	19%	5-7 DAYS PER WEEK
7%	5%	7%	3-4 DAYS PER WEEK
13%	10%	13%	1-2 DAYS PER WEEK
13%	18%	16%	1-3 TIMES PER MONTH
28%	21%	17%	LESS THAN ONCE PER MONTH
N/A	N/A	14%	TRIED ONLY ONCE IN THE PAST YEAR
12%	23%	11%	IN EMERGENCIES ONLY
4%	5%	2%	DON'T KNOW/REFUSED

[n=173 WHO HAVE USED MARTA, CCT, OR C-TRAN BUS WITHIN THE PAST YEAR OR THE PAST WEEK]

37a. How often do you typically ride a MARTA, CCT or C-Tran bus to work/school?

DEC 01	DEC 02	
10%	**13%**	**1-2 DAYS (NET)**
7%	8%	1 day a week
3%	4%	2 days a week
5%	**7%**	**3-4 DAYS (NET)**
2%	3%	3 days a week
3%	4%	4 days a week
18%	**19%**	**5-7 DAYS (NET)**
16%	15%	5 days a week
--	1%	6 days a week
2%	3%	7 days a week
18%	16%	1-3 times per month
21%	17%	Less than once per month
N/A	14%	Tried only once in the past year
23%	11%	In emergencies only
5%	2%	Don't Know/Refused

[n=996 WHO DID NOT WALK, BIKE, OR ROLLERBLADE LAST WEEK]

Please tell me if in the past year you EVER traveled to work/school by:

38. Walking, Biking, Rollerblading or some similar means of transportation

MAY 01	DEC 01	DEC 02	
7%	6%	11%	Yes
93%	94%	89%	No

[n=151 WHO HAVE WALKED, BIKED, OR ROLLERBLADED WITHIN THE PAST YEAR OR PAST WEEK]

38a. How often do you typically walk, bike or rollerblade to work (school)?

MAY 01	DEC 01	DEC 02	
19%	21%	21%	5-7 DAYS PER WEEK
4%	17%	15%	3-4 DAYS PER WEEK
24%	10%	13%	1-2 DAYS PER WEEK
19%	22%	19%	1-3 TIMES PER MONTH
17%	18%	12%	LESS THAN ONCE PER MONTH
N/A	N/A	7%	TRIED ONLY ONCE IN THE PAST YEAR
9%	11%	12%	IN EMERGENCIES ONLY
8%	1%	1%	DON'T KNOW/REFUSED

[n=151 WHO HAVE WALKED, BIKED, OR ROLLERBLADED WITHIN THE PAST YEAR OR PAST WEEK]

38a. How often do you typically walk, bike or rollerblade to work (school)?

DEC 01	DEC 02	
10%	**13%**	**1-2 DAYS (NET)**
1%	9%	1 day a week
9%	4%	2 days a week
17%	**15%**	**3-4 DAYS (NET)**
10%	9%	3 days a week
7%	6%	4 days a week
21%	**21%**	**5-7 DAYS (NET)**
15%	15%	5 days a week
--	3%	6 days a week
5%	3%	7 days a week
22%	19%	1-3 times per month
18%	12%	Less than once per month
N/A	7%	Tried only once in the past year
11%	12%	In emergencies only
1%	1%	Don't Know/Refused

[n=985 WHO DID NOT TELECOMMUTE OR TELEWORK LAST WEEK]

39. In the past year, have you ever teleworked or telecommuted, either working from home or from a telecommuting center?

JUNE 00	SEPT 00	MAY 01	DEC 01	DEC 02	
31%	30%	21%	22%	24%	Yes
69%	70%	79%	78%	76%	No
--	--	**	--	**	Don't Know/Refused

[n=284 WHO HAVE TELECOMMUTED OR TELEWORKED WITHIN THE PAST YEAR OR PAST WEEK]

39a. How often do you typically telecommute or telework?

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	DEC 02	
23%	22%	19%	21%	12%	15%	13%	5-7 DAYS PER WEEK (5+ times last week)
10%	10%	9%	11%	12%	12%	6%	3-4 DAYS PER WEEK (3-4 times last week)
14%	10%	13%	16%	27%	20%	23%	1-2 DAYS PER WEEK (1-2 times last week)
				25%	26%	29%	1-3 TIMES PER MONTH (0 times last week)
54%	58%	58%	52%	17%	21%	14%	LESS THAN ONCE PER MONTH
NA	N/A	N/A	N/A	N/A	N/A	4%	TRIED ONLY ONCE IN THE PAST YEAR
				6%	5%	9%	IN EMERGENCIES ONLY
				1%	2%	1%	DON'T KNOW/REFUSED

*2000 values for each range are presented in parenthesis; 1 - 3 times per month, less than once per month, and emergencies only categories are combined as 0 times last week.

[n=284 WHO HAVE TELECOMMUTED OR TELEWORKED WITHIN THE PAST YEAR OR PAST WEEK]

39a. How often do you typically telecommute or telework?

DEC 01	DEC 02	
20%	**23%**	**1-2 DAYS (NET)**
9%	15%	1 day a week
11%	8%	2 days a week
12%	**6%**	**3-4 DAYS (NET)**
8%	5%	3 days a week
3%	2%	4 days a week
15%	**13%**	**5-7 DAYS (NET)**
12%	10%	5 days a week
--	2%	6 days a week
3%	2%	7 days a week
26%	29%	1-3 times per month
21%	14%	Less than once per month
N/A	4%	Tried only once in the past year
5%	9%	In emergencies only
2%	1%	Don't Know/Refused

[n=1,037 STUDENTS OR ARE EMPLOYED PART- OR FULL-TIME]

40. And, in the past year, have you ever worked a compressed work week, for example, working four ten-hour days per week or 80 hours in nine days?

DEC 01	DEC 02	
24%	19%	Yes
76%	81%	No
**	**	Don't Know/Refused

[n=197 WHO HAVE WORKED A COMPRESSED WORK SCHEDULE IN THE PAST YEAR OR PAST WEEK]

40a. What type of compressed schedule do you or did you usually work?

DEC 01	DEC 02	
47%	57%	Four 10-hour days per week (4/40)
15%	6%	Three 12-hour days per week (3/36)
10%	13%	A total of 80 hours in nine days (9/80)
--	8%	Constantly changing schedule
--	3%	Work part-time
--	2%	Five 8 – 9 hour days
--	2%	Work six days a week
--	1%	Four 9 – 11 hour days
--	1%	Five 10 – 11 hour days
--	1%	8 – 9 hours a day with Friday off or half day
--	1%	Four 12 – 14 hour days
28%	8%	Other
2%	1%	Don't Know/Refused

[n=1,037 STUDENTS OR ARE EMPLOYED PART- OR FULL-TIME]

41. And, in the past year, have you ever worked a flexible work schedule … that is, a schedule that allows you to select your own arrival and departure times?

DEC 01	DEC 02	
48%	45%	Yes
52%	55%	No
--	**	Don't Know/Refused

[n=462 WHO HAVE WORKED A FLEXIBLE WORK SCHEDULE IN THE PAST YEAR OR PAST WEEK]

41a. How often do you typically work a flexible work schedule?

DEC 01	DEC 02	
11%	**15%**	**1-2 DAYS (NET)**
4%	6%	1 day a week
7%	9%	2 days a week
17%	**18%**	**3-4 DAYS (NET)**
10%	9%	3 days a week
7%	9%	4 days a week
57%	**51%**	**5-7 DAYS (NET)**
45%	42%	5 days a week
4%	3%	6 days a week
9%	7%	7 days a week
8%	10%	1-3 times per month
4%	2%	Less than once per month
N/A	1%	Tried only once in the past year
3%	2%	In emergencies only
**	1%	Don't Know/Refused

SUMMARY TABLE OF YES (PAST YEAR ONLY)

DEC 01	DEC 02	
48%	45%	Worked a flexible work schedule, that is, a schedule that allows you to select your own arrival and departure times
36%	20%	Riding in a car pool or riding with a co-worker, another person who works nearby, a family member or friend
24%	19%	Worked a compressed work week, for example, working four ten-hour days per week or 80 hours in nine days?
22%	24%	Teleworked or telecommuted, either working from home or from a telecommuting center
16%	20%	Riding MARTA train
13%	15%	Riding a MARTA, Cobb Community Transit (CCT) or C-Tran Bus
6%	11%	Walking, Biking, Rollerblading or some similar means of transportation
2%	2%	Riding in a van pool

SUMMARY TABLE: YEARLY AND WEEKLY (MONDAY THROUGH SUNDAY) COMMUTING HABITS

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	DEC 02	
38%	33%	36%	36%	29%	16%	24%	Never Tried Alternatives/Always Drive Alone
37%	35%	29%	34%	36%	43%	28%	Ever Tried or Sometimes Car Pool
						10%	*Carpooled Last Week*
						18%	*Carpooled Last Year*
--	--	--	--	2%	2%	2%	Ever Tried or Sometimes Van Pool
						**	*Van Pooled Last Week*
						2%	*Van Pooled Last Year*
14%	22%	20%	22%	13%	18%	22%	Ever Tried or Sometimes Ride MARTA Train
						3%	*Rode MARTA Train Last Week*
						19%	*Rode MARTA Train Last Year*
--	--	--	--	9%	16%	17%	Ever Tried or Sometimes Ride MARTA, Cobb Community Transit (CCT) or C-Tran Bus
						2%	*Rode MARTA, CCT, or C-Tran Bus Last Week*
						15%	*Rode MARTA, CCT, or C-Tran Bus Last Year*
--	--	--	--	7%	8%	15%	Ever Tried or Sometimes Use Transportation Alternatives (Walk, Bike, Rollerblade or Some Similar Means_
						4%	*Used Transportation Alternatives Last Week*
						11%	*Used Transportation Alternatives Last Year*
39%	43%	42%	39%	23%	27%	27%	Ever Tried or Sometimes Telework
						5%	*Teleworked Last Week*
						22%	*Teleworked Last Year*
--	--	--	--	34%	48%	45%	Ever Tried or Sometimes Work an Alternate Schedule
						45%	*Worked a Flexible Schedule Last Year*
--	--	--	--	--	36%	21%	Ever Tried or Sometimes Work a Compressed Schedule
						3%	*Worked a Compressed Schedule Last Week*
						19%	*Worked a Compressed Schedule Last Year*

*In 2000, carpool and vanpool data are collected together, as well as MARTA train and MARTA/CCT bus data.

DISCONTINUED FREQUENT ALTERNATIVE COMMUTE USERS

[n=129 ASKED OF THOSE WHO CARPOOLED FREQUENTLY IN THE PAST YEAR]

42a. You indicated that you have **carpooled** in the past year. Are you still **carpooling**?

75% Yes
25% No

[n=32 ASKED OF THOSE WHO ARE NOT CARPOOLING ANYMORE]

42a-a. Can you tell me why you do not **carpool** any longer?

25% Carpool/Vanpool Broke Up
15% It Did Not Work With My Current Work Schedule
11% Changed To A Different Alternative Mode
11% Car Became Available/Fixed Again
8% Moved Residence
8% No One To Carpool With
5% Changed Jobs
4% Easier/More Convenient For Me To Drive My Vehicle
13% Other

[n=31 ASKED OF THOSE WHO ARE NOT CARPOOLING ANYMORE AND DID NOT CHANGE TO ANOTHER ALTERNATIVE MODE]

42b-a. Which ONE of the following would best motivate you personally to start **carpooling** again?

24% Better Convenience/Less Hassle
21% Cash Incentives Paid Directly To You
15% Employer Sponsorship
9% Employer Subsidies Or Discounts
7% Better Employer Flexibility
2% Personal Consultation About Public Transit Best Suited For You
5% Other
18% Nothing

[n=9 ASKED OF THOSE WHO VANPOOLED FREQUENTLY IN THE PAST YEAR]

42b. You indicated that you have **vanpooled** in the past year. Are you still **vanpooling**?

80% Yes
20% No

[n=2 ASKED OF THOSE WHO ARE NOT VANPOOLING ANYMORE]

42a-b. Can you tell me why you do not **vanpool** any longer?

67% Carpool/Vanpool Broke Up
33% Other

[n=2 ASKED OF THOSE WHO ARE NOT CARPOOLING ANYMORE AND DID NOT CHANGE TO ANOTHER ALTERNATIVE MODE]

42b-b. Which ONE of the following would best motivate you personally to start **vanpooling** again?

35% Better Convenience/Less Hassle
33% Cash Incentives Paid Directly To You
33% Nothing

[n=87 ASKED OF THOSE WHO RODE THE TRAIN FREQUENTLY IN THE PAST YEAR]

42c. You indicated that you have **ridden the train in the past year**. Are you still **riding the train**?

61% Yes
39% No

[n=34 ASKED OF THOSE WHO ARE NOT RIDING THE TRAIN ANYMORE]

42a-c. Can you tell me why you do not **ride the train** any longer?

22% Easier/More Convenient For Me To Drive My Vehicle
20% Car Became Available/Fixed Again
13% Prefer Driving Alone
8% Changed Jobs
8% Just Didn't Like It
8% Took Too Much Time
7% Doesn't Go Where I Need It To Go
5% Moved Residence
5% It Did Not Work With My Current Work Schedule
2% Changed To A Different Alternative Mode
2% It's Dangerous/Not Safe
9% Other

[n=33 ASKED OF THOSE WHO ARE NOT RIDING THE TRAIN ANYMORE AND DID NOT CHANGE TO ANOTHER ALTERNATIVE MODE]

42b-c. Which ONE of the following would best motivate you personally to start **riding the train** again?

30% Better Convenience/Less Hassle
22% Cash Incentives Paid Directly To You
13% Employer Subsidies Or Discounts
5% Bus/Train Needs To Go Where I Need It To Go
5% Employer Sponsorship
5% Better Employer Flexibility
4% Personal Consultation About Public Transit Best Suited For You
7% Other
9% Nothing

[n=68 ASKED OF THOSE WHO RODE THE BUS FREQUENTLY IN THE PAST YEAR]

42d. You indicated that you have **ridden the bus** in the past year. Are you still **riding the bus**?

41% Yes
59% No

[n=40 ASKED OF THOSE WHO ARE NOT RIDING THE BUS ANYMORE]

42a-d. Can you tell me why you do not **ride the bus** any longer?

33% Easier/More Convenient For Me To Drive My Vehicle
12% Car Became Available/Fixed Again
12% Doesn't Go Where I Need It To Go
9% Changed To A Different Alternative Mode
9% Prefer Other Type Of Transportation
9% Prefer Driving Alone
7% It Did Not Work With My Current Work Schedule
4% Changed Jobs
4% Just Didn't Like It
4% I Don't Ride The Bus
3% Took Too Much Time
1% Moved Residence
3% Other

[n=38 ASKED OF THOSE WHO ARE NOT RIDING THE BUS ANYMORE AND DID NOT CHANGE TO ANOTHER ALTERNATIVE MODE]

42b-d. Which ONE of the following would best motivate you personally to start **riding the bus** again?

38% Better Convenience/Less Hassle
17% Cash Incentives Paid Directly To You
14% Employer Sponsorship
8% Employer Subsidies Or Discounts
7% Personal Consultation About Public Transit Best Suited For You
5% Other
11% Nothing

[n=75 ASKED OF THOSE WHO BICYCLED/WALKED FREQUENTLY IN THE PAST YEAR]

42e. You indicated that you have **bicycled/walked** in the past year. Are you still **bicycling/walking**?

81% Yes
19% No

[n=15 ASKED OF THOSE WHO ARE NOT BICYCLING/WALKING ANYMORE]

42a-e. Can you tell me why you do not **bicycle/walk** any longer?

35% Easier/More Convenient For Me To Drive My Vehicle
20% Car Became Available/Fixed Again
17% Changed Jobs
11% Moved Residence
10% Took Too Much Time
10% Weather Conditions
4% It's Dangerous/Not Safe
4% Prefer Driving Alone

[n=15 ASKED OF THOSE WHO ARE NOT BICYCLING/WALKING ANYMORE AND DID NOT CHANGE TO ANOTHER ALTERNATIVE MODE]

42b-e. Which ONE of the following would best motivate you personally to start **riding a bicycle or walking** again?

20% Better Convenience/Less Hassle
7% Employer Sponsorship
6% Cash Incentives Paid Directly To You
10% Other
57% Nothing

[n=122 ASKED OF THOSE WHO TELEWORKED FREQUENTLY IN THE PAST YEAR]

42f. You indicated that you have **teleworked** in the past year. Are you still **teleworking**?

90% Yes
10% No

[n=12 ASKED OF THOSE WHO ARE NOT TELEWORKING ANYMORE]

42a-f. Can you tell me why you do not **telework** any longer?

27% Work Doesn't Allow It/Job Restricted
19% Changed Jobs
14% It Did Not Work With My Current Work Schedule
10% Easier/More Convenient For Me To Drive My Vehicle
10% Other
20% Don't know/Refused

[n=10 ASKED OF THOSE WHO ARE NOT TELEWORKING ANYMORE AND DID NOT CHANGE TO ANOTHER ALTERNATIVE MODE]

42b-f. Which ONE of the following would best motivate you personally to start **teleworking** again?

39% Cash Incentives Paid Directly To You
22% Better Employer Flexibility
15% Employer Subsidies Or Discounts
12% Employer Sponsorship
12% Other

[n=387 ASKED OF THOSE WHO WORKED A FLEXIBLE WORK SCHEDULE FREQUENTLY IN THE PAST YEAR]

42g. You indicated that you have **worked a flexible work schedule** in the past year. Are you still **working a flexible work schedule**?

94%	Yes
6%	No

[n=25 ASKED OF THOSE WHO ARE NOT WORKING A FLEXIBLE WORK SCHEDULE ANYMORE]

42a-g. Can you tell me why you do not **work a flexible work schedule** any longer?

40%	Changed Jobs
19%	It Did Not Work With My Current Work Schedule
6%	Moved Residence
6%	No One To Carpool With
5%	Took Too Much Time
4%	Just Didn't Like It
4%	Work Doesn't Allow It/Job Restricted
2%	Cheaper For Me To Drive My Vehicle
17%	Other

[n=25 ASKED OF THOSE WHO ARE NOT WORKING A FLEXIBLE WORK SCHEDULE ANYMORE AND DID NOT CHANGE TO ANOTHER ALTERNATIVE MODE]

42b-g. Which ONE of the following would best motivate you personally to start **working a flexible work schedule** again?

28%	Better Employer Flexibility
21%	Cash Incentives Paid Directly To You
18%	Better Convenience/Less Hassle
6%	Employer Subsidies Or Discounts
5%	Personal Consultation About Public Transit Best Suited For You
5%	Employer Sponsorship
18%	Nothing

LOW FREQUENCY ALTERNATIVE COMMUTE USERS

[n=118 ASKED OF THOSE WHO CARPOOLED INFREQUENTLY IN THE PAST YEAR]

43a. You indicated that you **carpooled** in the past year. Can you tell me why you do not **carpool** more frequently?

27%	Easier/More Convenient For Me To Drive My Vehicle
26%	It Did Not Work With My Current Work Schedule
10%	No One To Carpool With
6%	Don't Need To
5%	Need Car For Work
4%	Carpool/Vanpool Broke Up
4%	Car Became Available/Fixed Again
3%	Moved Residence
2%	Changed To A Different Alternative Mode
2%	Just Didn't Like It
1%	Took Too Much Time
1%	Prefer Driving Alone
12%	Other

[n=116 ASKED OF THOSE WHO CARPOOLED INFREQUENTLY IN THE PAST YEAR AND DID NOT CHANGE TO ANOTHER ALTERNATIVE MODE]

43a-a. Which ONE of the following would best motivate you personally to **carpool** more frequently?

35%	Better Convenience/Less Hassle
26%	Cash Incentives Paid Directly To You
6%	Better Employer Flexibility
5%	Employer Subsidies Or Discounts
5%	Employer Sponsorship
4%	Personal Consultation About Public Transit Best Suited For You
2%	Better Transportation
1%	Helps Improve Air Quality
1%	Other
14%	Nothing
1%	Don't know/Refused

[n=14 ASKED OF THOSE WHO VANPOOLED INFREQUENTLY IN THE PAST YEAR]

43b. You indicated that you **vanpooled** in the past year. Can you tell me why you do not **vanpool** more frequently?

34%	It Did Not Work With My Current Work Schedule
18%	Carpool/Vanpool Broke Up
12%	Don't Need To
12%	Easier/More Convenient For Me To Drive My Vehicle
4%	Moved Residence
20%	Other

[n=12 ASKED OF THOSE WHO VANPOOLED INFREQUENTLY IN THE PAST YEAR AND DID NOT CHANGE TO ANOTHER ALTERNATIVE MODE]

43a-b. Which ONE of the following would best motivate you personally to **vanpool** more frequently?

23%	Cash Incentives Paid Directly To You
23%	Better Convenience/Less Hassle
11%	Other
43%	Nothing

[n=110 ASKED OF THOSE WHO RODE THE TRAIN INFREQUENTLY IN THE PAST YEAR]

43c. You indicated that you **rode the train** in the past year. Can you tell me why you do not **ride the train** more frequently?

46%	Easier/More Convenient For Me To Drive My Vehicle
14%	Took Too Much Time
13%	Doesn't Go Where I Need It To Go
5%	Cheaper For Me To Drive My Vehicle
5%	Don't Need To
4%	Prefer Other Type Of Transportation
3%	Changed Jobs
3%	It Did Not Work With My Current Work Schedule
2%	Prefer Driving Alone
2%	Moved Residence
2%	Not Available
2%	Changed To A Different Alternative Mode
1%	Carpool/Vanpool Broke Up
1%	Car Became Available/Fixed Again
1%	It's Dangerous/Not Safe
1%	Weather Conditions
6%	Other

[n=108 ASKED OF THOSE WHO RODE THE TRAIN INFREQUENTLY IN THE PAST YEAR AND DID NOT CHANGE TO ANOTHER ALTERNATIVE MODE]

43a-c. Which ONE of the following would best motivate you personally to **ride the train** more frequently?

50%	Better Convenience/Less Hassle
14%	Cash Incentives Paid Directly To You
9%	Employer Subsidies Or Discounts
7%	Better Transportation
3%	Employer Sponsorship
3%	Personal Consultation About Public Transit Best Suited For You
2%	Better Employer Flexibility
1%	Helps Improve Air Quality
1%	Other
7%	Nothing
2%	Don't know/Refused

[n=84 ASKED OF THOSE WHO RODE THE BUS INFREQUENTLY IN THE PAST YEAR]

43d. You indicated that you **rode the bus** in the past year. Can you tell me why you do not **ride the bus** more frequently?

47%	Easier/More Convenient For Me To Drive My Vehicle
8%	Took Too Much Time
6%	Doesn't Go Where I Need It To Go
6%	I Don't Ride The Bus
5%	Just Didn't Like It
4%	It Did Not Work With My Current Work Schedule
4%	Car Became Available/Fixed Again
2%	Don't Need To
2%	Changed To A Different Alternative Mode
2%	It's Dangerous/Not Safe
2%	Cheaper For Me To Drive My Vehicle
1%	Prefer Driving Alone
1%	Moved Residence
1%	Prefer Other Type Of Transportation
1%	Changed Jobs
9%	Other
3%	Don't know/Refused

[n=79 ASKED OF THOSE WHO RODE THE BUS INFREQUENTLY IN THE PAST YEAR AND DID NOT CHANGE TO ANOTHER ALTERNATIVE MODE]

43a-d. Which ONE of the following would best motivate you personally to **ride the bus** more frequently?

47%	Better Convenience/Less Hassle
16%	Cash Incentives Paid Directly To You
6%	Better Employer Flexibility
5%	Personal Consultation About Public Transit Best Suited For You
4%	Better Transportation
3%	Employer Subsidies Or Discounts
1%	Helps Improve Air Quality
2%	Other
12%	Nothing
4%	Don’t Know/Refused

[n=57 ASKED OF THOSE WHO RODE A BICYCLE OR WALKED INFREQUENTLY IN THE PAST YEAR]

43e. You indicated that you **rode a bicycle or walked** in the past year. Can you tell me why you do not **bicycle/walk** more frequently?

22%	Weather Conditions
22%	Easier/More Convenient For Me To Drive My Vehicle
12%	Took Too Much Time
8%	It's Dangerous/Not Safe
6%	Prefer Other Type Of Transportation
5%	Car Became Available/Fixed Again
5%	I'm Lazy
2%	Moved Residence
2%	It Did Not Work With My Current Work Schedule
1%	Changed To A Different Alternative Mode
18%	Other

[n=56 ASKED OF THOSE WHO RODE A BICYCLE OR WALKED INFREQUENTLY IN THE PAST YEAR AND DID NOT CHANGE TO ANOTHER ALTERNATIVE MODE]

43a-e. Which ONE of the following would best motivate you personally to **bicycle/walk** more frequently?

36%	Cash Incentives Paid Directly To You
33%	Better Convenience/Less Hassle
7%	Need Bike Path
6%	Employer Subsidies Or Discounts
3%	Personal Consultation About Public Transit Best Suited For You
2%	Better Employer Flexibility
2%	Other
10%	Nothing
1%	Don't know/Refused

[n=133 ASKED OF THOSE WHO TELEWORKED INFREQUENTLY IN THE PAST YEAR]

43f. You indicated that you **teleworked** in the past year. Can you tell me why you do not **telework** more frequently?

23%	Need To Be At The Office/Worksite (General)
18%	Work Doesn't Allow It/Job Restricted
17%	It Did Not Work With My Current Work Schedule
10%	Depends on The Circumstances Of My Job
9%	Easier/More Convenient For Me To Drive My Vehicle
6%	Don't Have a Computer/Technology Needed At Home
6%	Changed Jobs
3%	Easier To Go To Work
2%	Changed To A Different Alternative Mode
1%	Took Too Much Time
**	Don't Need To
**	Cheaper For Me To Drive My Vehicle
**	Carpool/Vanpool Broke Up
**	Just Didn't Like It
**	Not Compatible With Company Culture
4%	Other
1%	Don't know/Refused

[n=130 ASKED OF THOSE WHO TELEWORKED INFREQUENTLY IN THE PAST YEAR AND DID NOT CHANGE TO ANOTHER ALTERNATIVE MODE]

43a-f. Which ONE of the following would best motivate you personally to **telework** more frequently?

26%	Better Employer Flexibility
19%	Better Convenience/Less Hassle
17%	Employer Sponsorship
14%	Cash Incentives Paid Directly To You
4%	Employer Subsidies Or Discounts
**	Personal Consultation About Public Transit Best Suited For You
3%	Other
17%	Nothing
1%	Don't know/Refused

[n=63 ASKED OF THOSE WHO WORKED A FLEXIBLE WORK SCHEDULE INFREQUENTLY IN THE PAST YEAR]

43g. You indicated that you **worked a flexible work schedule** in the past year. Can you tell me why you do not **work a flexible work schedule** more frequently?

24%	It Did Not Work With My Current Work Schedule
20%	Work Doesn't Allow It/Job Restricted
14%	Depends on The Circumstances Of My Job
9%	Not Available To Me
8%	Don't Need To
7%	I Prefer Standard/Routine Hours
3%	Changed Jobs
2%	Changed To A Different Alternative Mode
1%	Moved Residence
1%	Easier/More Convenient For Me To Drive My Vehicle
9%	Other
2%	Don't know/Refused

[n=24 ASKED OF THOSE WHO WORKED A FLEXIBLE WORK SCHEDULE INFREQUENTLY IN THE PAST YEAR AND DID NOT CHANGE TO ANOTHER ALTERNATIVE MODE]

43a-g. Which ONE of the following would best motivate you personally to **work a flexible work schedule** more frequently?

32%	Better Convenience/Less Hassle
24%	Better Employer Flexibility
13%	Employer Sponsorship
13%	Cash Incentives Paid Directly To You
8%	Employer Subsidies Or Discounts
2%	Other
7%	Nothing

NON-COMMUTE TRAVEL

Next, I want to ask about trips you made in the past year for purposes other than for commuting. I am now going to read you a list of some ways that people have changed the way they make non-commute trips, for example, for shopping, personal or business errands, lunch breaks, or recreation.

44. Please tell me if you have changed your non-commute trips by any of the following means.

83%	Combined Several Stops Into One Trip
55%	Eliminated Some Non-Commute Trips Entirely, For Example, By Shopping On The Internet Or Conducting Personal Business By Telephone
20%	Started Bicycling Or Walking More Often
14%	Started Using The Bus Or Train More Often
14%	Started Carpooling Or Vanpooling More Often
10%	Did Not Make Any Changes In Non-Commute Travel
**	Don't know/Refused

[n=213 ASKED OF THOSE WHO STARTED USING THE BUS OR TRAIN MORE OFTEN]

44a. With this change, about how many **MORE** non-commute trips do you make in a week by bus or train?

57%	0-1 trips
22%	2-3 trips
13%	4-5 trips
3%	5 or more trips
5%	Don't know/Refused
1.8	**Mean**

[n=299 ASKED OF THOSE WHO STARTED BICYCLING OR WALKING MORE OFTEN]

44b. With this change, about how many **MORE** non-commute trips do you make in a week by bicycling or walking?

40%	0-1 trips
37%	2-3 trips
15%	4-5 trips
6%	5 or more trips
2%	Don't know/Refused
2.5	**Mean**

[n=207 ASKED OF THOSE WHO STARTED CARPOOLING OR VANPOOLING MORE OFTEN]

44c. With this change, about how many **MORE** non-commute trips do you make in a week by carpool or vanpool?

38%	0-1 trips
37%	2-3 trips
14%	4-5 trips
10%	5 or more trips
2%	Don't know/Refused
3.2	**Mean**

[n=828 ASKED OF THOSE WHO ELIMINATED NON-COMMUTE TRIPS]

44d. With this change, about how many non-commute trips did you eliminate per week?

29%	0-1 trips
43%	2-3 trips
19%	4-5 trips
7%	5 or more trips
2%	Don't know/Refused
2.9	**Mean**

DEMOGRAPHICS

Finally, I have a few questions to ask you for statistical purposes.

45. And, what is your age, please?

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	DEC 02	
10%	12%	12%	9%	11%	10%	9%	18 - 24
21%	23%	20%	27%	20%	25%	25%	25 - 34
26%	22%	28%	27%	27%	26%	24%	35 - 44
22%	23%	24%	20%	21%	22%	19%	45 - 54
21%	19%	17%	16%	20%	16%	21%	55 and Older
--	--	--	--	--	1%	1%	Refused

---

46. What is the last grade of formal education you completed?

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	DEC 02	
5%	4%	3%	4%	3%	2%	2%	Less Than High School
23%	18%	20%	17%	19%	14%	13%	High School Graduate
8%	8%	7%	7%	5%	8%	6%	Technical/Vocational
24%	26%	22%	23%	24%	25%	22%	Some College
25%	29%	32%	31%	32%	32%	33%	College Graduate
15%	15%	16%	19%	15%	19%	24%	Post-Graduate
**	**	**	**	1%	**	**	Refused

[n=1,037 WHO ARE EMPLOYED EITHER PART- OR FULL-TIME]

47. Which of the following best describes your occupation?

FEB 00	MAY 01	DEC 01	DEC 02	
36%	40%	41%	42%	Professional
22%	15%	17%	18%	Company Manager, Official or Business Owner
12%	13%	13%	15%	Clerical/Sales
14%	12%	16%	11%	IT or Technical
5%	7%	3%	4%	Operator/Laborer/Manufacturing
6%	5%	7%	5%	Service Industry Worker
4%	4%	3%	2%	Craftsman/Foreman
**	**	**	**	Farming/Ranching/Agriculture
1%	3%	1%	2%	Don't Know/Refused

[n=1,037 WHO ARE EMPLOYED EITHER PART- OR FULL-TIME]

48. Which of the following best describes your employer?

MAY 01	DEC 01	DEC 02	
80%	**80%**	**82%**	**PRIVATE ORGANIZATION**
18%	**20%**	**18%**	**TOTAL GOVERNMENT (NET)**
9%	9%	8%	Local government
6%	6%	4%	Federal government
3%	5%	6%	State government
1%	**	**	Other
2%	**	**	Don't Know/Refused

---

49. What is your total annual family income? Please stop me when I reach your income.

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	DEC 02	
18%	16%	20%	16%	12%	13%	16%	Under $30,000
14%	15%	10%	13%	10%	12%	10%	$30,000 But Less Than $40,000
12%	12%	12%	10%	10%	10%	10%	$40,000 But Less Than $50,000
18%	17%	17%	19%	15%	19%	17%	$50,000 But Less Than $70,000
30%	27%	30%	32%	36%	37%	34%	$70,000 or More
9%	12%	13%	11%	17%	10%	11%	Refused

---

50. What is your MAIN ethnic or racial heritage?

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	DEC 02	
18%	22%	24%	22%	21%	23%	21%	African American / Black American
73%	68%	66%	70%	69%	65%	67%	Caucasian / White
9%	8%	8%	7%	7%	7%	10%	Other
**	2%	2%	2%	3%	3%	2%	Refused

---

51. Do you currently have access to your own personal motor vehicle?

97%	Yes
3%	No
**	Don't Know/Refused

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52. How long have you lived in the Atlanta metro area?

7%	One Year Or Less
8%	More Than One Year But Less Than Three Years
11%	Three To Five Years
73%	More Than Five Years
**	Don't Know/Refused

---

53. Which of the following best describes the area where you live?

MAY 01	DEC 01	DEC 02	
2%	2%	4%	Buckhead (Includes Buckhead, Lenox and Phipps)
9%	9%	9%	Cumberland (Includes Cumberland, Galleria, Vinings, Dobins Air Force Base, Marietta)
15%	15%	10%	Town Center (Includes Town Center, Acworth and Kennesaw)
7%	7%	9%	Airport (Includes Hartsfield, College Park, Forest Park, East Point, and Hapeville)
4%	4%	8%	Perimeter (Includes Perimeter, Dunwoody, Sandy Springs and Brookhaven)
17%	17%	7%	Decatur (Includes Clifton, Emory, Decatur, Druid Hills, Inman Park, Little 5-Points, Oakhurst and Virginia Highlands)
1%	1%	5%	Midtown (Includes Midtown, Georgia Tech and Colony Square)
1%	1%	2%	Downtown (Includes Downtown, CNN Center, Federal/State Office Buildings, Georgia State University, The Capitol, 5 Points, Underground and Peachtree Center)
7%	7%	13%	North Fulton/400 Corridor (Includes Roswell, Alpharetta, Crabapple and Mountain Park)
15%	15%	11%	Norcross/Peachtree Industrial/141 (Includes Norcross, Duluth, Berkeley Lake, Mechanicsville and Peachtree Corners)
N/A	N/A	18%	South Atlanta (Peachtree City, Newnan, Fayetteville, Fulton Industrial Blvd McDonough, Locust Grove, Hampton, Stockbridge, Jonesboro, Fairburn, Unio City)
23%	23%	5%	Other

APPENDIX B-2 – FY2002 PERFORMANCE MEASURE FINAL REPORT

EVALUATION OF THE EFFECTIVENESS OF PROGRAMS CONTAINED IN THE "FRAMEWORK FOR COOPERATION TO REDUCE TRAFFIC CONGESTION AND IMPROVE AIR QUALITY"

PHASE THREE

FY2002 PERFORMANCE MEASURE FINAL REPORT

PREPARED FOR:
GEORGIA DEPARTMENT OF TRANSPORTATION

PREPARED BY:
CENTER FOR TRANSPORTATION AND THE ENVIRONMENT

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INTRODUCTION

This report presents the results of several performance measures collected during federal fiscal year 2002 (FY2002) for the Atlanta Transportation Demand Management (TDM) Framework. The measures assess individual commuter and employer or property manager participation in alternative commute assistance programs. This report is part of a broad evaluation of commute assistance programs and services, known as the "Evaluation of the Effectiveness of Programs contained in the Framework for Cooperation to Reduce Traffic Congestion and Improve Air Quality."

The Atlanta TDM Framework represents a group of organizations aimed at changing individual and employer behavior about the voluntary use of alternative transportation to help reduce traffic congestion and improve air quality in the metropolitan Atlanta region.

The "Framework for Cooperation to Reduce Traffic Congestion and Improve Air Quality" categorizes the Atlanta TDM Framework into three major program areas: media campaign, employer and individual outreach services, and regional supporting programs and services. Participating organizations include:

1. Buckhead Area (BATMA)
2. Clean Air Campaign
3. Central Atlanta Progress TMA (CAP/Downtown TMA)
4. Clifton Corridor TMA (CCTMA)
5. CobbRides TMA (CobbRides)
6. Commute Connections (program of the Atlanta Regional Commission)
7. Commuter Club TMA
8. Hartsfield Area TMA (HATMA)
9. Midtown Transportation Solutions TMA (MTS)
10. Perimeter Transportation Coalition TMA (PTC)
11. State Employee Commuters Assistance Program (SECAP)

The performance measures presented in this report include activities of these participating organizations, as well as activities of other organizations and service providers who are not formal signatories to the Atlanta TDM Framework, such as regional vanpool and transit providers.

FY2002 PERFORMANCE MEASURE ACTIVITY CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The Atlanta TDM Framework is involved in a variety of activities aimed at changing individual and employer behavior about the voluntary use of alternative transportation. The performance measure analysis focuses on three primary categories of performance:

- Commuter and employer outreach activities
- Commuter and employer contact with regional and local supporting programs and services
- Commuter and employer participation in regional and local supporting programs and services

Commuter and Employer Outreach Activities -

The Atlanta TDM Framework informs individual commuters and employers or property managers of TMD programs and services available to them and encourages interest in commute alternatives and commute assistance programs in a variety of ways. Transportation Management Associations (TMAs) and The Clean Air Campaign public and private employer outreach staff held a total of 1,561employer or property manager meetings and 968 individual commuter fairs or promotional events during FY2002.

The Clean Air Campaign public and private employer outreach staff, Central Atlanta Progress/Downtown TMA, and CobbRides reported their number of outbound contacts (information pieces distributed via email or by letter or telephone) to existing and prospective clients. Outbound contacts to existing clients averaged about 1,539 per month and contacts to potential new clients averaged about 306 each month. Employer outreach service providers also gain exposure to their programs through media placements; four TMAs reported a total of 81 placements in newspapers and trade publications during FY2002.

The Clean Air Campaign media campaign invested approximately $1.8 million on paid advertising to promote carpooling, employer commute option programs, and teleworking. The public relations arm was responsible for 215 TV, print, radio, or web media placements promoting a variety of TDM related messages, with approximately 33.4 million impressions.

Commuter and Employer Contact with Regional and Local Programs and Services -

Many commuters and employers and property managers use www.cleanaircampaign.com and TMA websites to learn more about commute alternatives and commute assistance programs. TMAs reported 24,500 unique visitors during FY2002 (includes two TMAs reporting for entire FY and one TMA reporting for 6 months of FY). The Clean Air Campaign reported 43,000 unique visitors during FY2002, up nearly 50% from September 2001.

Calls to the two region-wide information phone lines—1-877-CLEANAIR and 1-87-RIDEFIND —increased during FY2002. Information specialists answering 1-877-CLEANAIR recorded 193 calls, a 74% increase from FY2001. 1-87-RIDEFIND information specialists recorded 2,880 phone calls, only about a 3% increase from FY2001. 1-877-CLEANAIR experienced dramatic increases in call volume during the first three months of FY2003 (October – December), just after launching a new regional incentive program for commuters (Cash for Commuters).

Commuter and Employer Participation in Regional and Local Programs and Services -

The number of commuters in the rideshare program, a regional rideshare matching program administered by Commute Connections on behalf of the Atlanta Regional Commission, increased by about 26% from FY2001 (22,300) to FY2002 (28,123). Employer outreach service providers were responsible for submitting the majority of the new applicants entered in the database. The total number of worksites enrolled in the guaranteed ride home (GRH) program at the close of FY2002 was 471, an increase of about 49% from FY2001 (316 worksites). Employer outreach service providers were responsible for submitting the majority of the new applicants entered in the rideshare database.

Nearly 100 employers or property managers and 3,630 commuters were participating in commute assistance incentive programs administered by employer outreach service providers at the close of FY2002. During the first month of FY2003 (October 2002), The Clean Air Campaign launched its first regional commute assistance program, the Cash for Commuter (CFC) program. By December 2002, The Clean Air Campaign had registered nearly 1,500 commuters in the incentive program.

At the start of smog season 2003, The Clean Air Campaign will launch its second CFC program and its first annual Clean Air Challenge, a three-month competition open to metro Atlanta employers and property managers to reduce employee and tenant vehicle miles traveled.

Employer outreach service providers sold nearly 281,000 discount transit passes during FY2002. The largest number of discount passes sold were monthly MARTA passes; employer outreach service providers sold approximately 238,329 monthly discount passes during FY2002, an increase of about 31% since the close of FY2001.

At the close of FY2002, TMAs reported operation of 15 employer-sponsored shuttles. In addition, the Atlanta TDM Framework reported one TMA operated shuttle (Clifton Corridor TMA), with an average monthly ridership of about 5,550 people. CobbRides and Perimeter Transportation Coalition operated holiday mid-day shuttles during the month of December, estimating total ridership at about 6,500.

The three primary vanpool providers in the region—Douglas County Rideshare, Georgia Building Authority, and MetroVanPool—reported 190 vans in operation at the close of FY2002, with total ridership at 1,894 passengers. The number of vanpools represents an increase of about 16 vans, or 9.2%, from FY2001. Local area TMAs and The Clean Air Campaign, through financial incentives and local outreach, formed at least three of the new vans and assisted in filling empty seats on several existing vans.

At the close of FY2002, the Atlanta TDM Framework was working with approximately 670 employer clients and 107 property manager clients, an increase of about 21% from FY2001. Many employer outreach service providers offer clients more enhanced assistance to encourage alternative mode use, the majority of which are enhanced transit programs. Overall, CAC Public has reported the greatest number of employers offering enhanced programs, largely as a result of the State Employee Commute Assistance Program (SECAP), which provides all state agencies in the downtown area access to carpool, vanpool, and transit incentives.

Recommendations

The performance measures highlighted in this report indicate significant efforts by partners of the Atlanta TDM Framework to encourage individual commuter and employer or property manager participation in commute alternatives and commute assistance programs. The following recommendations section summarize some of the key areas the Atlanta TDM Framework should continue or increase support:

- Continue to hold employer and property manager meetings, commuter fairs, and other promotional events to inform individual commuter and employer or property manager about the commute alternative and commute assistance programs available to them and to encourage participation.
- Continue large-scale radio advertising and public relation activities and coordinate with all Atlanta TDM Framework programs and services to inform individual commuters, employers, and property managers of the benefits of programs and services available to them.
- Increase the Atlanta TDM Framework budget for individual commuter and employer or property manager financial incentives programs with the purpose of encouraging alternative mode use.
- Strengthen and improve upon the coordination and consistency of Atlanta TDM Framework programs and services to create economies of scale, reduce confusion among participants, and improve effectiveness for the entire Atlanta TDM Framework effort.

- Maximize employer and property manager involvement in commute assistance programs, focusing on increasing the number of enhanced programs offered by employers.

SECTION 1 OVERVIEW

PURPOSE OF THE REPORT

The purpose of this report is to present the results of a group of standardized performance measures reported by partners of the Atlanta TDM Framework during FY2002. The data presented in this report is used to assess commuter and employer or property manager participation in programs and services that facilitate alternative mode use. In addition, the measurement team used the performance measure data, in conjunction with other survey data collection activities, to determine the travel and air quality emissions reductions for the Atlanta TDM Framework. Other survey data collection activities include the regional rideshare, discount transit pass, and vanpool program evaluations.

DATA COLLECTION METHODOLOGY

The measurement team developed a uniform reporting method in FY2001 to standardize the performance measure data collected for the Atlanta TDM Framework. Partners of the Atlanta TDM Framework began reporting performance measure data on a quarterly basis in FY2002. This report summarizes the data reported during FY2002. The measurement team provides partners of the Atlanta TDM Framework an opportunity to recommend revisions for performance measures at the end of each quarter, and revisions are made accordingly.

ORGANIZATION OF REPORT

The report is divided into 4 sections.

- Section 1 – Purpose of the report, data collection methodology, and organization of the report
- Section 2 – Atlanta TDM Framework profile
- Section 3 – FY2002 performance measure results
- Section 4 – Conclusions and recommendations

SECTION 2 ATLANTA TDM FRAMEWORK PROFILE

The three primary program areas contributing to the Atlanta TDM Framework include the media campaign, employer and individual outreach services, and supporting regional programs and services.

The media campaign represents the large-scale marketing arm of the Atlanta TDM Framework. It provides mass outreach and promotion of Atlanta TDM Framework programs and services. Employer outreach service providers represent the employer sales team for the regional programs and services and the direct contact with individuals and employers. Employer outreach services draw upon supporting regional programs and services for support (e.g., regional ridematching and the MARTA Partnership Program).

MEDIA CAMPAIGN

The Clean Air Campaign (CAC) manages a large-scale media and public relations campaign. The Clean Air Campaign uses a number of strategies to administer the media and public relations campaign, including paid radio and print advertising, a website, media placements, speaking engagements and other community outreach, and a specially designed children's education program. These activities and resources provide a clearinghouse of information for the region and help create awareness of the region's traffic congestion and air quality problems, as well as solutions to those problems.

EMPLOYER OUTREACH SERVICES

Local area TMAs and CAC Public and Private Sector Employer Outreach Programs serve the Atlanta TDM Framework by providing employer and individual outreach services to defined geographic territories across the region. The services offered differ not only by territory, but also by employment base, infrastructure availability (transit access), age and maturity of program, goals for the organization, and member or community participation. Staffing levels and annual budgets also vary by service area.

Currently, 10 organized employer outreach service providers, including eight local area TMAs, CAC Public Sector Employer Outreach (CAC Public), and CAC Private Employer Outreach (CAC Private), serve the Atlanta TDM Framework. TMAs provide employer outreach to the region's dense employment centers. CAC Private provides employer outreach throughout the metro-Atlanta region in areas outside the eight defined TMA territories. CAC Private assists employer outreach service providers in the TMA services areas with program enhancements on an as needed basis and in coordination with the respective TMA.

CAC Public provides employer outreach to the government and public sector at the federal, state, and local level. The State Employee Commute Assistance Program (SECAP) provides subsidies for transit and vanpool fares, along with incentives for carpooling, to state employees. The Georgia Environmental Protection Division (EPD) oversees the SECAP program, and the Georgia Building Authority (GBA) administers it.

A wide variety of programs are offered by the employer outreach service providers, including ridesharing and transit subsidies, ridematching for carpools and vanpools, vanpool formation assistance and subsidies, guaranteed ride home, effective bicycling instruction and discounts, smog alert notifications, transportation management plan (TMP) development, community and local shuttles, and teleworking and alternative work schedule training and assistance.

Some of the employer outreach service providers, particularly TMAs, focus on broader community efforts that serve regional or local planning goals for their service areas. Several of the TMAs are involved in neighborhood or corridor planning, street and traffic signalization, and livable center

initiatives. These activities complement regional planning initiatives and contribute to transportation system efficiency.

SUPPORTING REGIONAL PROGRAMS AND SERVICES

The regional rideshare database and guaranteed ride home (GRH) program, regional financial incentive programs, and regional vanpool and transit providers supply many of the programs that employer outreach services draw upon for support.

Regional Rideshare Database and Guaranteed Ride Home Program

Commute Connections, a program of the Atlanta Regional Commission, provides regional employer and individual outreach support to the Atlanta TDM Framework through its regional rideshare and GRH programs. The regional rideshare database encourages and assists commuters in forming ridesharing arrangements by matching them according to where they live and work and providing them with lists of potential carpool and vanpool partners. The GRH program provides a free ride home in emergency situations for commuters who travel to work by a mode other than driving alone. Employer outreach service providers provide information and assistance to commuters and other travelers interested in regional ridematching and the GRH program. Commute Connections also provides a mapping service to employer outreach programs to assist them in marketing commute options to employers.

The regional rideshare program also provides a centralized database of commuters interested in trying alternative modes. Working with Commute Connections, employer outreach service providers can directly market the programs and services supporting the Atlanta TDM Framework to database registrants.

Regional Financial Incentive Programs

During FY2002, The Clean Air Campaign administered a regional vanpool incentive program, which pays 80% of the operating costs for a new, qualified vanpool for the first three months of operation; then 50% of the costs for another three months. To qualify, employers must commit to pay 20% of the vanpool operating costs for a full year. In addition, The Clean Air Campaign launched its first regional commute assistance program, the Cash for Commuters program, during the first month of FY2003 (October 2002). Commuters who commit to trying transit, carpooling, teleworking, cycling or walking to or from work—a minimum of 15 times over three months—can earn up to $180 over a 90-day period, or three dollars for each day the commuter used an alternative.

The Clean Air Campaign has plans to launch its second Cash for Commuters program during smog season of FY2003, along with a new regional incentive program, the Clean Air Challenge. The Clean Air Challenge is a three-month competition open to metro Atlanta employers and property managers. The winning employer must demonstrate the largest percentage reduction in vehicle miles traveled from June 1 to August 31, 2003.

The Metropolitan Atlanta Rapid Transit Authority (MARTA) administers the MARTA Partnership Program, an employer-based discount transit pass program. To support employee transit ridership, this program offers volume discounts to employers who purchase MARTA fares for employees. Employer outreach service providers assist the MARTA Partnership Program by generating employer interest in the program and by helping MARTA market the program to employers in the region. In FY2002 MARTA reduced the level of discount for the MARTA Partnership Program from an 18%-20% discount to a 6%-8% discount, resulting in decreased monthly transit pass sales for at least one employer outreach service provider. However, the monthly transit pass sales for almost all other employer outreach service providers increased.

TMAs also administer financial incentive programs in their respective service areas. Some of the FY2002 incentive programs are described in more detail in a subsequent section. In May of FY2003, Central Atlanta Progress/Downtown TMA, Midtown Transportation Solutions, and Buckhead Area TMA launched a shared incentive program in coordination with The Clean Air Campaign. The incentive program, designed to award commuters who carpool, will give eligible carpools a $25 gas card each month during smog season (May – September).

Vanpool Providers

The primary vanpool operators in the region—Douglas County Rideshare, Georgia Building Authority Vanpool, and MetroVanPool—provide employer- and individual-sponsored vanpool services to the Atlanta TDM Framework. Employer outreach service providers assist vanpool operators by submitting prospective vanpool rider applications to the regional rideshare database and by marketing vanpool programs to their employer partners. In turn, vanpool operators provide internal ridematching services, emergency ride home services, administrative support, insurance, vehicles, and vehicle maintenance. Vanpool operators also provide outreach services independently and in cooperation with local area TMAs, CAC Public and Private, and Commute Connections.

Commute Connections assists vanpool operators and vendors by offering ridematching services and offering GRH to employers and individuals registered in the regional rideshare database and participating in alternative commute modes. Employer outreach service providers promote GRH as an incentive to encourage commuters and employers to participate in vanpooling programs.

SECTION 3 FY2002 PERFORMANCE MEASURE ACTIVITY

INDIVIDUAL COMMUTER AND EMPLOYER OUTREACH ACTIVITIES

The Atlanta TDM Framework is involved in many activities to inform individual commuters and employers and property managers of TDM programs and services available to them and to encourage interest in commute alternatives and commute assistance programs. The means partners use to inform commuters and employers vary across program areas and service providers, some of which are presented below.

Employer Outreach Service Providers

Employer outreach service providers are involved in many activities to inform individual commuters and employers and property managers of TDM programs and services available to them and to encourage interest in commute alternatives and commute assistance programs. Table 1 presents the results for key performance measures the measurement team asked employer outreach service providers to track during FY2002 to measure direct employer and individual commuter outreach activity.

TABLE 1: EMPLOYER OUTREACH PERFORMANCE MEASURES (FY2002)

Outreach Performance Measures[1]	Total Outreach
Employer or Property Manager Meetings	1,561
Commuter Fairs or Promotional Events	968
Number of Contacts to Clients[2]	18,467
Number of Contacts to Generate New Clients[2]	3,671

[1]Outreach performance measures are not inclusive of all activities service providers undertake to increase awareness or encourage alternative mode use.
[2]CAC Public, CAC Private, CAP, and CobbRides were the only employer outreach service providers to track and report outbound contact data. HATMA reported data for the month of May.

The first outreach performance measure presented in Table 1, employer or property manager meetings, is defined as meetings between employer outreach staff and individual or groups of employers and property managers to encourage participation in commute assistance programs. Employer outreach service providers held a total of 1,561employer or property manager meetings during FY2002, an average of 130 each month.

Commuter fairs or promotional events, the second outreach performance measure, include events typically held by employer outreach service providers to offer opportunities for people to learn more about commute alternatives and commute assistance programs. Examples of these events include tables or information displays staffed by outreach coordinators at a community fair, at environmental and job expos, or any other public location. Employer outreach service providers held 968 commuter fairs or promotional events during FY2002, an average of 81 per month.

The final two outreach performance measures involve contacts to existing or potential new clients. The contacts may include informational pieces, typically distributed via email or by letter or telephone, to encourage participation in commute alternatives and commute assistance programs. Four employer outreach service providers—CAC Public, CAC Private, CAP, and CobbRides—reported data for this performance measure. HATMA reported data for this measure one month during FY2002. In total, these four service providers made 18,467 outbound contacts to

existing clients (an average of 1,539 each month) and 3,671 outbound contacts to generate new clients (an average of 306 each month) during FY2002.

Many employer outreach service providers also use media placements or public relation events to promote awareness of commute alternatives and commute assistance programs. The measurement team asked employer outreach service providers to track their placement in trade publications and newspapers. BATMA, Commuter Club, CobbRides, and HATMA reported data for this measure, which totaled 28 trade publication placements and 53 newspaper placements during FY2002.

The Clean Air Campaign Media Campaign

As mentioned previously, The Clean Air Campaign administers a large-scale media and public relations campaign for the Atlanta TDM Framework. Using a variety of strategies, including paid radio and print advertising, a website, and media placements, The Clean Air Campaign provides significant support to employer outreach service providers informing individual commuters, employers, and property managers of the programs and services available to them.

To this end, The Clean Air Campaign established the following five goals in FY2002:

- Generate awareness of and interest in implementing commute options programs among key business leaders in the region to help soften the market for direct sales initiatives;
- Increase awareness of, change attitudes towards, and encourage trial use of alternative modes of transportation, specifically carpooling and teleworking, among area residents who primarily drive to and from work alone;
- Increase awareness of and interest in registering in the regional 1-87-RIDEFIND database;
- Encourage employees to talk to their boss about teleworking;
- Create a ground swell for community support for The Clean Air Campaign and the collective efforts of the region's other clean air initiatives.

During FY2002, The Clean Air Campaign media campaign focused on three primary messages to reach these goals. Although the target audience was different for each message, the overall audience included regional employers with more than 100 employees and general commuters throughout metro Atlanta non-attainment area. The three primary messages included:

Regional Employers (Commute Option Program)
- Call 1-877-CLEANAIR to learn more about Commute Option Programs
- Visit www.cleanaircampaign.com to learn more about Commute Option Programs

Commuters (Teleworking)
- Talk to your boss about teleworking
- Visit www.cleanaircampaign.com to download tools on how to talk to your boss about teleworking
- Call 1-877-CLEANAIR to obtain tools on how to talk to your boss about teleworking

Commuters (Carpooling)
- Start carpooling
- Call 1-87-RIDEFIND to find a carpool partner who lives and works near you and who shares a similar work schedule
- Visit www.cleanaircampaign.com to sign up on-line for ridematching

Public Relations Activity - The Clean Air Campaign FY2002 public relations activities involved media placements, speaking engagements, community event presentations, press briefings, and an educational program for children.

As shown in Table 2, The Clean Air Campaign was responsible for 215 media placements during FY2002, resulting in approximately 33.4 million impressions. The most frequent messages for the media placements, in order of frequency, were contacting The Clean Air Campaign, air quality/smog alerts notification, calling 1-87-RIDEFIND for carpool information, employer programs information, vanpooling information, and teleworking information. The media placements also mentioned a total of 29 employer case studies or examples.

The Clean Air Campaign also conducted 17 press briefings over the course of the year.

Table 2 shows the schedule of media campaign public relations related media placements (e.g., newspaper articles, television or radio news stories) over the course of the campaign. About 63% (136) of the media placements occurred during the 2002 smog season (May – September).

TABLE 2: CAC MEDIA PLACEMENT FY2002

Month	Media Placements					Impressions[1]
	TV	Print	Radio	Web	Total	
October	1	6	5	2	14	2,657,886
November	0	5	0	0	5	125,408
December	0	8	3	1	12	1,259,536
January	2	5	4	0	11	1,524,036
February	1	7	0	2	10	1,201,348
March	0	10	1	4	15	1,983,578
April	0	6	1	5	12	2,223,403
May	0	15	7	3	25	7,369,076
June	3	19	6	6	34	5,110,770
July	3	31	5	8	47	6,241,418
August	1	9	1	3	14	1,783,832
September	0	13	0	3	16	1,950,815
Total	**11**	**134**	**33**	**37**	**215**	**33,431,106**

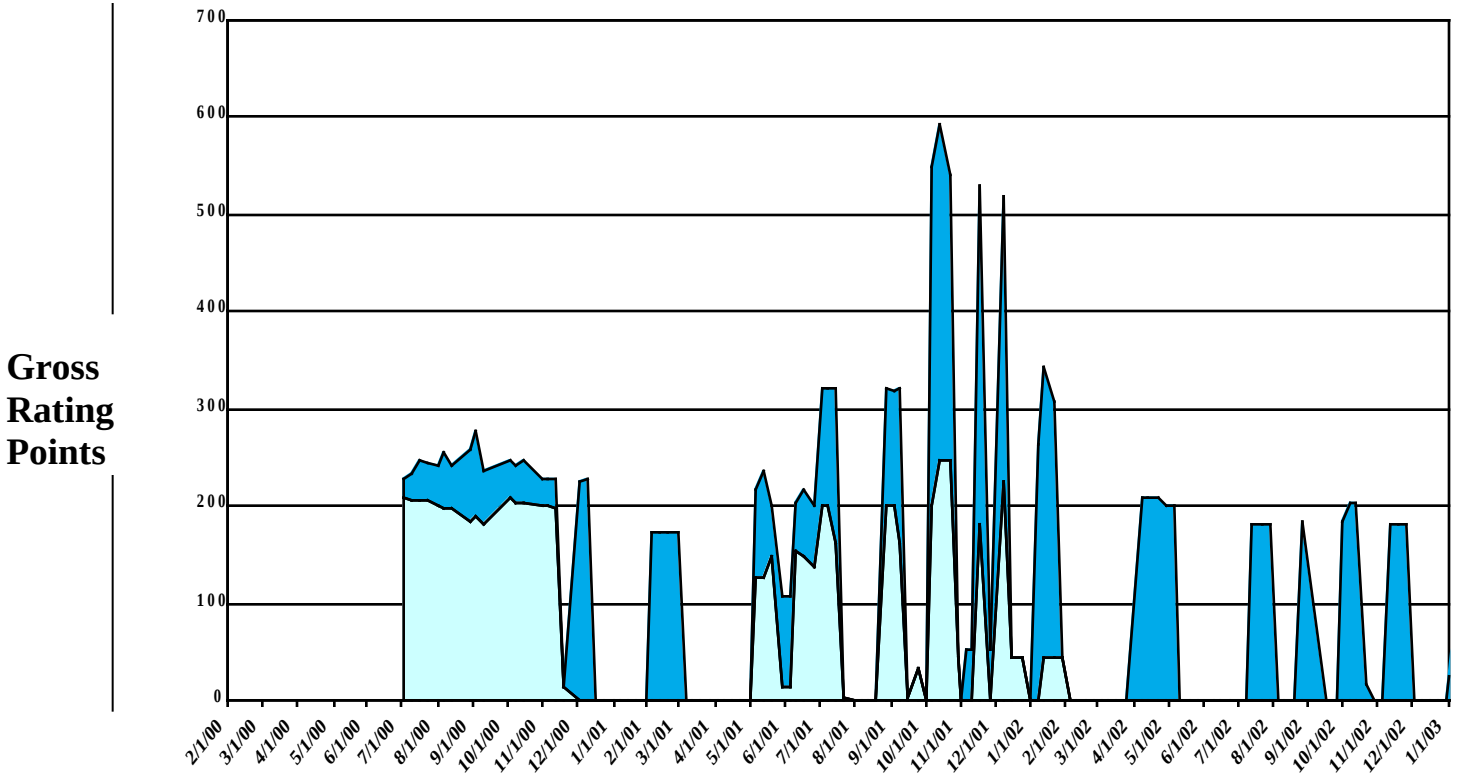
[1]Impressions represent the approximate number of times individuals in the community are exposed to a particular medium. Estimates of publication readers or television viewers or listeners translate to exposure numbers.

The Clean Air Campaign public relations activities also include appearances by The Clean Air Campaign's BAIR (Better AIR Bear). In FY2002, BAIR made 58 school appearances, reaching 9,398 people. BAIR also made 21 community appearances, reaching an audience of 35,557.

Mass Advertising – Figure 1 shows The Clean Air Campaign paid television, radio, and cable advertising schedule over the course of FY2002. The total budget for paid media was approximately $1.8 million, with about 78% being spent on radio ($1.4 million). The Clean Air Campaign spent the majority of their paid advertising budget on radio advertising, encouraging commuters to start carpooling and calling 1-87-RIDEFIND or visiting www.cleanaircampaign.com to learn more about ridematching. The heaviest period of carpool radio advertising took place in the March—May time period, with a smaller wave in June, August, and September. The second most prevalent call to

action supported by the radio medium encouraged individual commuters to call 1-877-CLEANAIR or visit www.cleanaircampaign.com to learn more about commute option programs.

FIGURE 1: THE CLEAN AIR CAMPAIGN PAID ADVERTISING SCHEDULE



Advertising weight = Advertising weight is measured in terms of gross rating points (GRPs). GRPs are a function of the audience reach within the community multiplied by the frequency of the message delivered. Reach measures the number of different people who are exposed to a message. Frequency measures the number of times these people are exposed to a message.

INDIVIDUAL COMMUTER AND EMPLOYER CONTACT WITH REGIONAL AND LOCAL SUPPORTING PROGRAMS AND SERVICES

The Atlanta TDM Framework encourages commuters, employers, and property managers to contact local and regional commute assistance programs and services to learn more about the resources and service outlets available to assist them. The actual number of commuter and employer or property manager contacts generated by the Atlanta TDM Framework is a useful measure because it is an indicator for how successful the Atlanta TDM Framework is in inciting individuals to participate in alternative modes.

Information Lines

The Atlanta TDM Framework promoted two region-wide information phone lines for commuters and employers and property managers to call during FY2002:

- *1-877-CLEANAIR* is the general information phone line for commuters and employers to call to learn more about the resources and services available throughout the region to help place commuters in alternative modes.
- *1-87-RIDEFIND* is the information phone line commuters are encouraged to call to receive ridematching and GRH services.

The Clean Air Campaign, through radio advertising and public relation activities, directed employers to call 1-877-CLEANAIR to learn more about commute options programs and teleworking and commuters to call 1-87-RIDEFIND to learn more about forming a carpool.

1-877-CLEANAIR - Information specialists answering the 1-877-CLEANAIR information phone line recorded approximately 193 calls during FY2002, a relatively substantial increase from the 111 calls recorded in FY2001. As shown in Table 3, 57 (29.5%) of the callers said they learned about the phone line via the radio, while 24 (12.4%) said they learned of the phone line via the newspaper. Another 15 (7.7%) said they were calling in response to an advertisement they saw on television.

TABLE 3: HOW CALLER HEARD ABOUT 1-877-CLEANAIR

How Caller Heard About 1-877-CLEANAIR	Total Calls
Radio	57
Television	15
Newspaper	24
News Broadcast	1
Out-of-Home Ad (bus, grocery store, gas station, billboard, etc.)	1
Friend	9
Internet	5
Other	81
Total	**193**

Table 4 shows the distribution of the 193 calls by the information requested. The most frequent reason a caller gave for calling the information line was to obtain information on carpooling or vanpooling (63 calls or 32.6%). The second most prevalent reason cited by callers was to obtain

information on flexible schedules, teleworking, or alternative work arrangements (52 people or 26.9%).

TABLE 4: 1-877-CLEANAIR INFORMATION REQUESTS

1-877-CLEANAIR Information Requests	Total Calls
Air Quality	11
Carpool/Vanpool	63
Internal Employer Programs	1
Rideshare database	3
Transit	2
Flextime/Telework/Alternative Work Schedule	52
GRH	6
Speaker's Bureau	4
Other	51
Total	**193**

While FY2003 is not the focus if this report, 1-877-CLEANAIR experienced dramatic increases in call volume during the first three months of FY2003 (October—December), just after launching a new regional incentive program for regional commuters (Cash for Commuters). During this time period, 1-877-CLEANAIR received slightly more than 1,700 calls, mostly from commuters interested in participating in the Cash for Commuters program.

1-87-RIDEFIND - As shown in Table 5, technical operations specialists at Commute Connections recorded approximately 2,880 calls to 1-87-RIDEFIND during FY2002. Calls to 1-87-RIDEFIND represent only a slight increase (3%) in call volume from FY2001 (2,801).

TABLE 5: 1-87-RIDEFIND CALLS FY2002

How Caller Heard About 1-87-RIDEFIND	Total Calls
October	502
November	189
December	248
January	265
February	186
March	130
April	294
May	261
June	244
July	116
August	220
September	225
Total	**2,880**

As shown in Table 6, Commute Connections made an effort to track how each caller heard about 1-87-RIDEFIND. Of the 2,880 calls coming into the information line in FY2002, 396 of the callers reported how they heard about the number. Most of the 396 callers who provided information on how they heard about 1-87-RIDEFIND said they heard about the information line via the radio (183 or 46%).

TABLE 6: HOW CALLER HEARD ABOUT 1-87-RIDEFIND

How Caller Heard About 1-87-RIDEFIND	Total Calls
Radio	183
Highway sign	60
Television	56
From a friend	42
From a billboard	28
Newspaper	3
Other sources	24
Total	**396**

Commute Connections did not track the information requested by the callers. Anecdotally, Commute Connections reported the majority of caller requests are to obtain or complete a ridematch application

Employer Outreach Service Provider, Commuter and Employer or Property Manager Requests - The measurement team also asked employer outreach service providers to track information requests as a measure of individual commuter and employer property manager contact. The requests are a measure of the number of direct commuter or employer or property manager requests/inquiries received through phone, fax, email, website, or any other method for commute information or assistance.

Three employer outreach service providers—CAC Public, Central Atlanta Progress/Downtown TMA, and Midtown Transportation Solutions—tracked incoming requests during FY2002. As shown in Table 7, they reported answering a total of 1,109 commuter requests, an average of 92 per month, and a total of 1,387 employer or property manager requests, an average of 116 per month.

TABLE 7: COMMUTER AND EMPLOYER OR PROPERTY MANAGER INFORMATION REQUESTS

Employer Outreach Service Provider Information Requests[1]	Total
Commuter Information Requests	1,109
Employer or Property Manager Information Requests	1,387

[1]Data represents information requests totals reported by CAC Public, Central Atlanta Progress/Downtown TMA and Midtown Transportation Solutions only.

WEBSITE ACTIVITY

Many of the programs and services supporting the Atlanta TDM Framework use program websites as a way for commuters and employers to learn more about commute alternatives and alternative commute programs available in their service areas. The Clean Air Campaign led a focused paid media and public relations effort encouraging commuters to visit www.cleanaircampaign.com to learn more about employer commute option programs and carpooling throughout FY2002.

Table 8 shows FY2002 website activity for the TMAs that reported website data during the year and for The Clean Air Campaign. The measurement team asked the Atlanta TDM Framework to collect website data on three key statistics: unique visitors, sessions, and page views. While all TMAs have information available on a website, some do not track activity or are unable to provide the requested measures.

The Clean Air Campaign experienced nearly a 50% (46.6%) increase in unique visitors from FY2001 to FY2002. The number of www.cleanaircampaign.com sessions also increased, about 20% from FY2001.

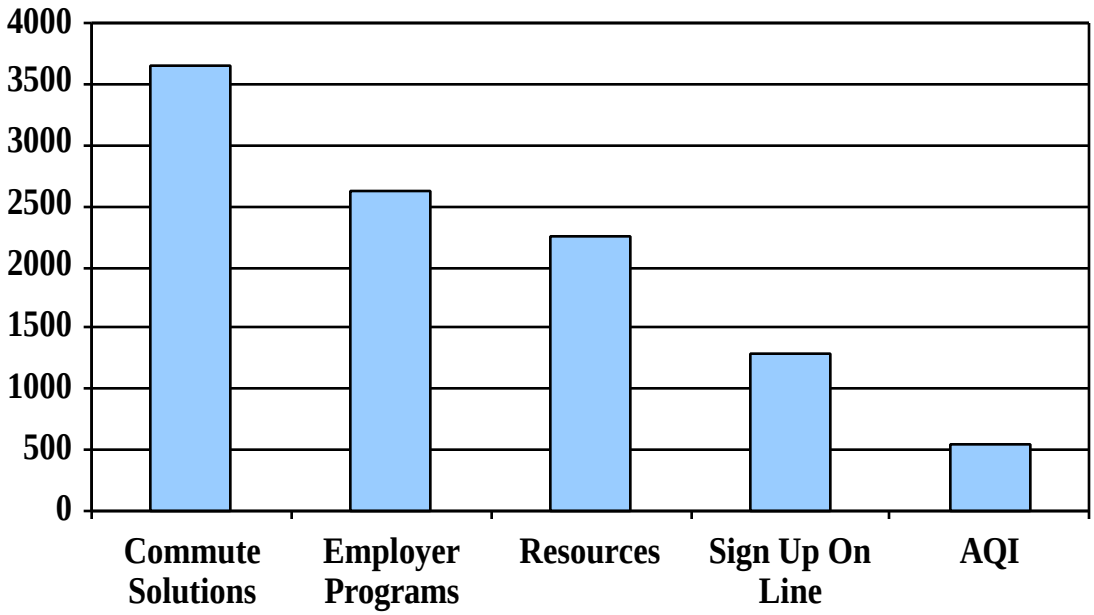
TABLE 8: FY2002 WEBSITE ACTIVITY

Website Statistics	TMAs	www.cleanaircampaign.com
Unique Visitors[1]	24,536	43,022
Sessions[2]	98,257	87,467
Page Views[3]	140,402	152,434

[1]Data reported by BATMA and CobbRides for all of FY2002 and for HATMA a total of 6 months.
[2]Data reported by BATMA, CobbRides, and Perimeter Transportation Coalition for all of FY2002.
[3]Data reported by BATMA, CobbRides, Perimeter Transportation Coalition, and Midtown Transportation Solutions for all of FY2002 and for HATMA a total of 6 months.

The measurement team also asked CAC to track the most requested website pages on www.cleanaircampaign.com. Figure 2 shows the top five most requested pages over the course of the fiscal year in descending order: Commute Solutions (3,661), Employer Programs (2,623), Resources (2,248), Sign Up On Line (1,276), and Air Quality Index (550).

FIGURE 2: FY2002 TOP 5 MOST REQUEST CAC PAGE VIEWS

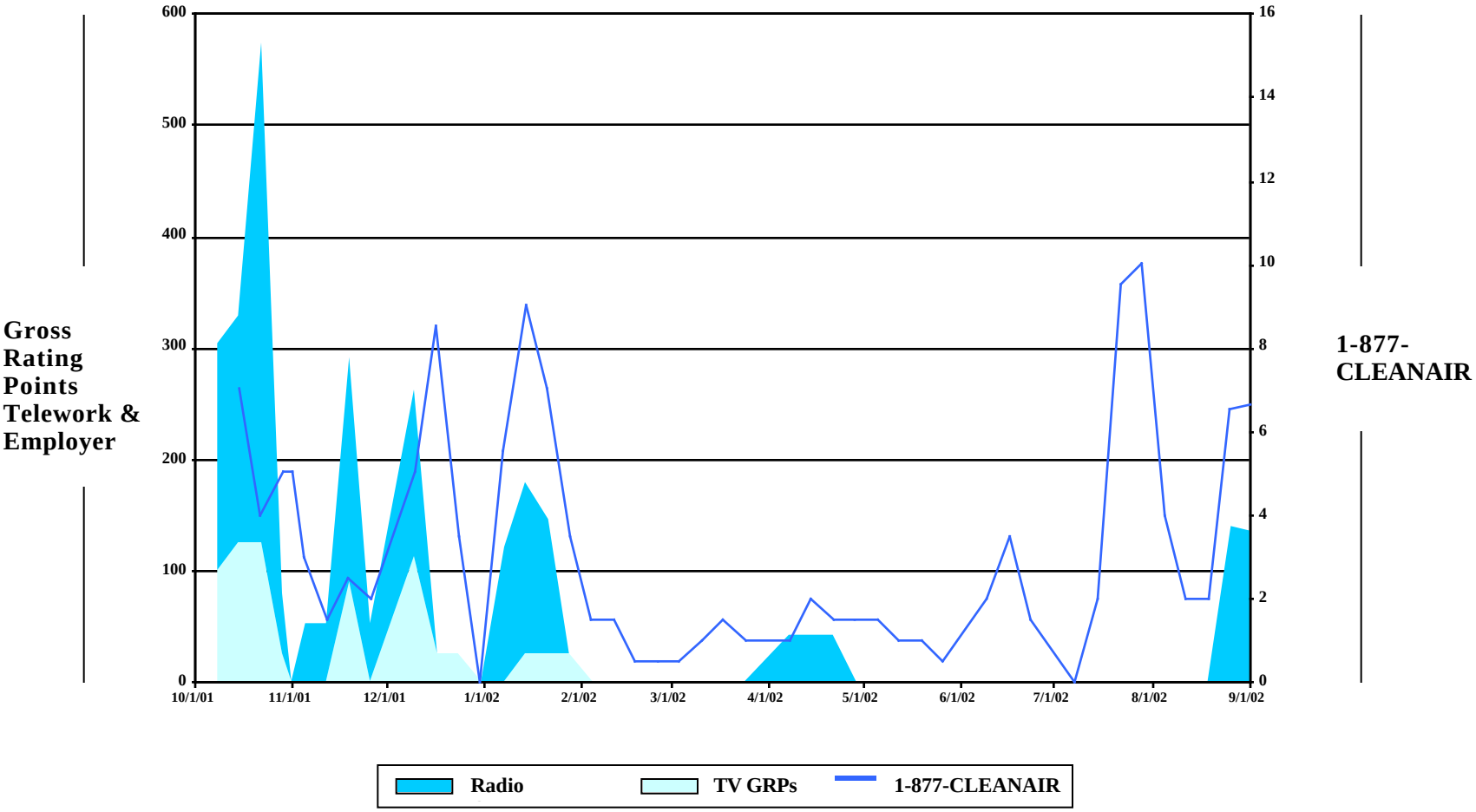


PAID ADVERTISING VERSUS "CALLS TO ACTION"

Figure 3 through Figure 5 present the CAC media campaign advertising compared with the call volume to 1-877-CLEANAIR, 1-87-RIDEFIND, and unique visitors to www.cleanaircampaign.com, the primary calls to action promoted by CAC paid media in FY2002. Although not presented on the figures, CAC public relations activities, including 136 media placements occurring during the 2002 smog season (May – September), must also be considered when analyzing call volume and website activity. The CAC media campaign public relations group was responsible for 47 media placements in the month of July alone, the majority of which encouraged individual commuters and employers to contact The Clean Air Campaign.

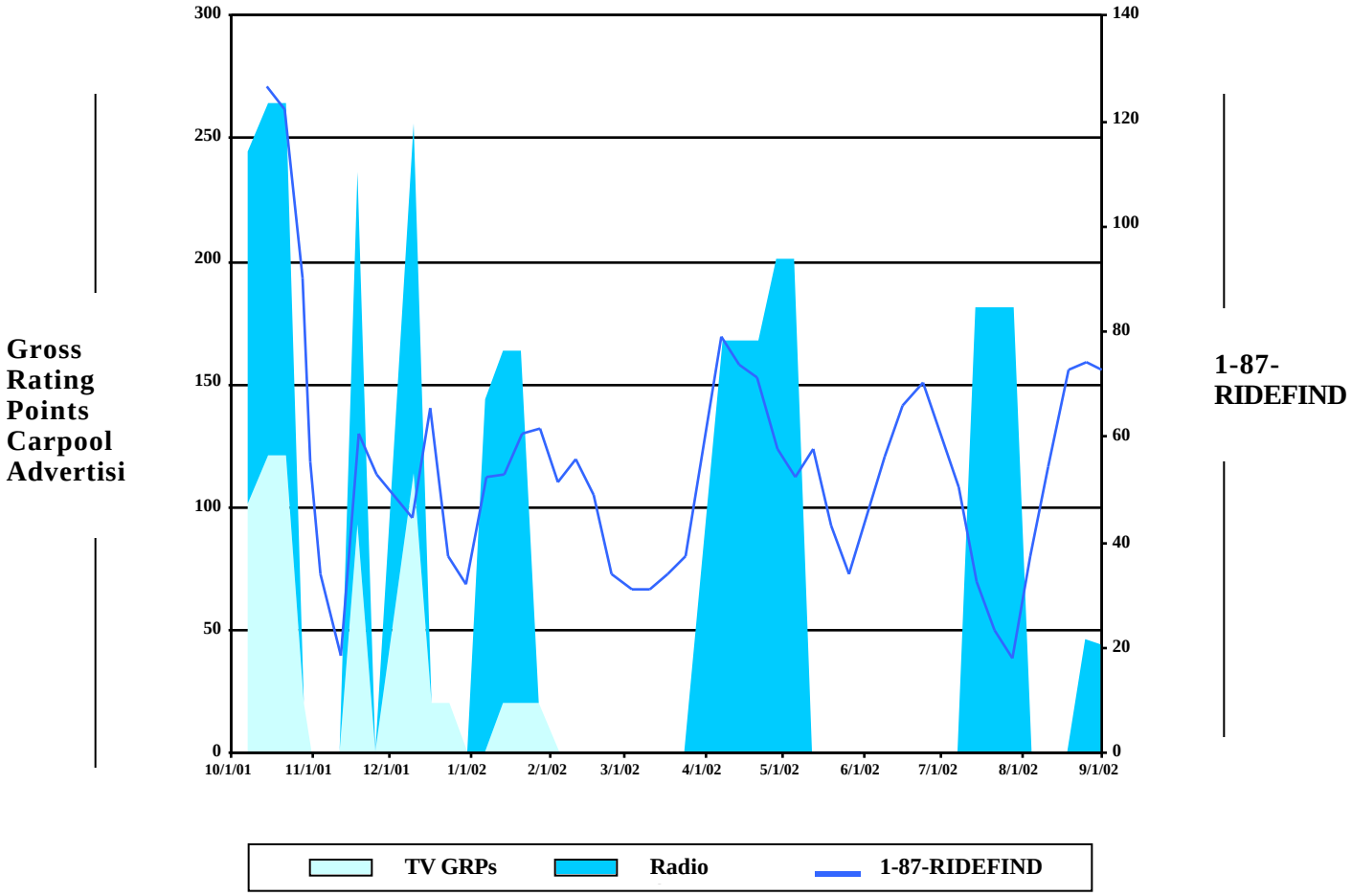
The comparisons are interesting because they provide an indication of intermediate behavior—a small step a commuter may make before he or she decides to try an alternative mode—and the effect the CAC media campaign may be having on people taking these intermediate steps. Similar to FY2001, the comparisons reveal what appears to be a positive relationship between call volume and website activity and the media campaign activities. Actual behavior change is measured using other data collection tools within the research and measurement program; however, these figures do present an interesting comparison of activity.

FIGURE 3: ADVERTISING WEIGHT VS. 1-877-CLEANAIR CALLERS



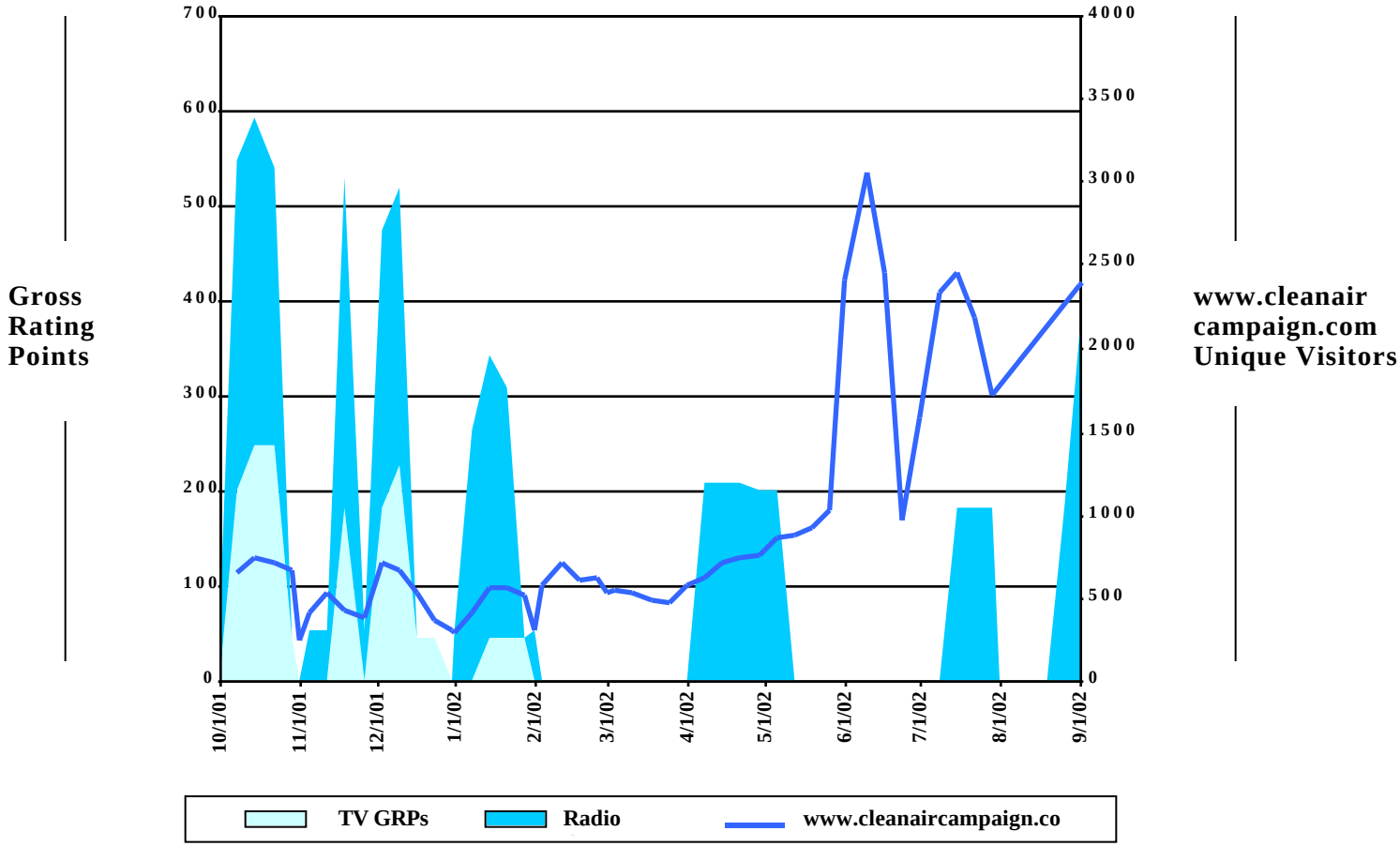
Advertising weight = Advertising weight is measured in terms of gross rating points (GRPs). GRPs are a function of the audience reach within the community multiplied by the frequency of the message delivered. Reach measures the number of different people who are exposed to a message.

FIGURE 4: ADVERTISING WEIGHT VS. 1-87-RIDEFIND



Advertising weight = Advertising weight is measured in terms of gross rating points (GRPs). GRPs are a function of the audience reach within the community multiplied by the frequency of the message delivered. Reach measures the number of different people

FIGURE 5: ADVERTISING WEIGHT VS. WWW.CLEANAIRCAMPAIGN.COM



Advertising weight = Advertising weight is measured in terms of gross rating points (GRPs). GRPs are a function of the audience reach within the community multiplied by the frequency of the message delivered. Reach measures the number of different people who are exposed to a message.

REGIONAL RIDESHARE DATABASE AND GUARANTEED RIDE HOME (GRH) PROGRAM

Commute Connection entered approximately 12,504 rideshare applications into the regional rideshare database during FY2002. Employer outreach service providers submitted 10,897 applications to the Commute Connections rideshare database during the federal fiscal year[1]. The applications accounted for approximately 87% of the total applications entered by Commute Connections. In FY2001, employer outreach service providers submitted approximately 16,500 applications to Commute Connections, representing a 34% decrease in application submittals.

The total number of registrants in the database at the close of FY2002 was 28,123, an increase of about 26% from the previous year (22,300). The total number of worksites enrolled in the GRH program at the close of FY2002 was 471, an increase of about 49% from FY2001 (316 worksites).

INCENTIVE PROGRAM PARTICIPANTS

At the close of FY2002, almost 100 employers and property managers and 3,630 commuters were participating in commute assistance incentive programs administered by employer outreach service providers. Descriptions of the type of incentives provided are reported below[2].

Incentives Provided by Employer Outreach Service Providers

Employer outreach service providers offered a wide variety of incentives, including "try it" days, commuter rewards programs, free gas cards for ridesharing, and full or partial subsidies to participate in a formal vanpool program. About 76 employers and property managers and 670 commuters participate in Framework partner incentive programs. A description of some of the incentive programs offered by employer outreach service providers follows:

- ***"Try It" Days*** award participants at employer partner worksites who travel to work using an alternative mode on a designated day by entering the commuters in a financial prize drawing. "Try It" Days are repeated at employer worksites on a periodic basis to encourage additional alternative mode use.

- ***Commuter Rewards Programs*** involve commuters providing rider logs each month, with monthly financial prizes being awarded to commuters who submit rider logs and use alternative modes the most. First time participants also receive financial incentives to encourage continued participation.

- ***Free gas cards*** are awarded on a monthly basis to commuters who are willing to share a ride to and from work at least three times a week during the month. The gas cards, typically worth $25, are awarded to each carpool.

- ***Full or partial vanpool subsidies*** may include assisting employers to fill empty vanpools seats by paying down the ridership costs for new riders for an extended period of time (3-6 months). This program helps maintain existing vanpools and fill newly created vanpools. Another subsidy program, the 4-3-2-1 empty seat program, involves offsetting the costs of the newly created vanpools. The employer outreach service provider pays the costs of four empty seats

[1] The difference in the number of applications submitted reported by employer outreach service providers and the number reported by Commute Connections is due to a variety of factors including lag time for entering applications, reactivations, duplications, and assigning people who come in through the hotline or website into the appropriate service provider areas.

[2] Employer outreach service providers did not track transit incentives provided to employers or property managers as part of the program incentive participants during FY2002.

the first month the vanpool is in operation, three empty seats the second month it is in operation, two empty seats the third month, and one empty seat the fourth month.

In May of FY2003, Central Atlanta Progress/Downtown TMA, Midtown Transportation Solutions, and Buckhead Area TMA launched a shared incentive program in coordination with The Clean Air Campaign. The incentive program, designed to award commuters who carpool, will give eligible carpools a $25 gas card each month during smog season (May – September).

In addition, The Clean Air Campaign launched its first regional commute assistance program, the Cash for Commuters program, during the first month of FY2003 (October 2002). Commuters who commit to trying transit, carpooling, teleworking, cycling or walking to or from work—a minimum of 15 times over three months—can earn up to $180 over a 90-day period, or three dollars for each day the commuter used an alternative. By December 2002, The Clean Air Campaign had registered nearly 1,500 commuters in the incentive program. By the end of the program (March 2003), The Clean Air Campaign had met is goal of registering 2,500 commuters in the incentive program.

The Clean Air Campaign has plans to launch its second Cash for Commuters program during smog season of FY2003, along with a new regional incentive program, the Clean Air Challenge. The Clean Air Challenge is a three-month competition open to metro Atlanta employers and property managers. The winning employer must demonstrate the largest percentage reduction in vehicle miles traveled from June 1 to August 31, 2003.

Incentives Provided Solely by Employers

The majority of employer provided incentives encouraged the use of carpooling and vanpooling. Carpooling incentives included preferential parking programs, free parking, and/or monthly financial incentives (e.g., $15/month, free car washes, car details, oil changes.). Several employers also fully or partially subsidized employee vanpools. Other employers offered periodic prize drawings to reward carpoolers, vanpoolers, and transit users. Employer outreach service providers reported about 15 employers offering these type of incentives at the close of FY2002.[3]

Joint Incentives Provided by Employer Outreach Service Providers and Employers

Several employer outreach service providers assisted employer's efforts to fill empty vanpool seats by offering free rides for 3-6 months. The employers typically provide an additional subsidy for the months after the employer outreach service provider subsidy expired, as well as free parking for the vanpool and the rider on days they were not able to commute in the van.

Some employers also offered additional incentives for commuter rewards programs, to either augment the financial commitment provided by the employer outreach service provider or to provide an additional incentive, such as preferential or free parking.

Employer outreach service providers reported at least 10 employers actively participating in a jointly provided incentive program at the close of FY2002.

TRANSIT PASSES SOLD

Participation in transit pass programs varies among employer outreach service providers largely because of the varying level of transit infrastructure available in each employer outreach service areas. Some service areas have rail and bus service throughout their service areas, while other service areas have only limited access to rail or bus services.

[3] The number of employers who provide incentives is likely underestimated, as many employer outreach service providers do not track in detail incentives provided by employer partners.

Discount Transit Pass Program

All eight TMAs sell discount transit passes. SECAP sells transit passes on behalf of CAC Public, while CAC Private did not directly sell transit passes during FY2002. A variety of discount transit passes are sold, including: monthly MARTA, weekly MARTA, single-trip MARTA, 10-ride CCT, monthly CCT, monthly Gwinnett County Transit, 10-ride Gwinnett County Transit, and C-Tran (Clayton County) passes.

As shown in Table 9, the largest number of passes sold are the monthly MARTA passes, with approximately 238,329 monthly passes sold during fiscal year 2002, an increase of approximately 31% since the close of FY2001 (181,387). Central Atlanta Progress/Downtown TMA was responsible for selling approximately 69,589 of these passes during FY2002 (29%), the largest number sold by an employer outreach service provider.

TABLE 9: FY2002 DISCOUNT TRANSIT PASSES SOLD

Discount Transit Pass Program	Passes Sold
Monthly MARTA	238,329
Weekly MARTA	40
Single trip MARTA	39,640
10-ride Cobb Community Transit (CCT)	1,721
Monthly CCT	200
Gwinnett County Transit	560
10-ride Gwinnett County Transit	273
Monthly Clayton County Transit (C-Tran)	9
Total	**280,772**

The SECAP program provides the largest financial incentive to encourage transit use (approximately $18 reduction on the market price of a transit pass), a combined discount from SECAP and the Georgia Building Authority. The majority of TMAs provide MARTA monthly passes at the MARTA Partnership Program discount (8%). However, at least two TMAs provided an additional discount above the MARTA Partnership Program discount during FY2002. Other discounted programs included a 30% discount provided by CobbRides and Commuter Club for Cobb Community Transit 10-ride passes and a $2.00 discount provided by Central Atlanta Progress, Downtown TMA for Gwinnett County Transit and select CCT passes.

In FY2002 MARTA reduced the level of discount for the MARTA Partnership Program from an 18%-20% discount to a 6%-8% discount, resulting in decreased monthly transit pass sales for at least one employer outreach service provider. However, increased discount transit pass sales by many employer outreach service providers, including recently formed TMAs in the Midtown and Downtown areas, helped to offset decreased sales for the MARTA Partnership Program as a whole.

Central Atlanta Progress/Downtown TMA was particularly successful due, in part, to the higher level of transit availability in the downtown TMA area. In addition, CAP is actively promoting and

sponsoring a transit subsidy program, which offers an additional discount for employers who provide employees an additional discount above the current 8% MARTA Partnership Program to employees.

Non-Discount Transit Passes Sold

Employer outreach service providers sold approximately 25,889 non-discount transit passes during FY2002. The majority of the passes sold were single-trip MARTA passes (21,068), followed by weekly MARTA passes (4,266), and monthly CCT passes (336). HATMA sold the majority of the single trip MARTA passes (64.3% or 13,549 passes).

Regional Transit Ridership

The measurement team collected total ridership information from the various transit providers to provide a regional assessment of ridership. The fiscal year ridership totals for each major transit provider are presented in Table 10.

TABLE 10: FY2002 REGIONAL TRANSIT RIDERSHIP, TRANSIT PROVIDERS

Regional Transit Ridership[1]	Total Ridership	
	2001	2002
MARTA (July 1, 2001 – June 30, 2002)	164 million	176 million
Clayton County Transit (October 1, 2001 – September 30, 2002)	NA	513,207
Q-Link (November 1, 2001 – September 30, 2002)	NA	13, 202
Cobb Community Transit	2,819,749	2,847,451
Gwinnett County Transit (January 1, 2001 – December 31, 2002)	NA	324,725

[1]Each transit provider reported data for a 12-month period, although the fiscal years for each provider may vary. MARTA ridership includes both bus and rail.

SHUTTLE RIDERSHIP

Similar to transit passes sold, shuttle availability and offerings vary greatly among the employer outreach service provider service areas because of varying degrees of available infrastructure. Limited access to rail or bus services and few mid-day routes to consider due to a lack of central shopping areas or dining districts makes it difficult for many employer outreach service providers to gain employer support for shuttles.

The Clifton Corridor TMA-Decatur shuttle is the only employer outreach service provider shuttle currently in operation, with an average monthly ridership of about 5,550 people.

The remaining shuttles reported during FY2002 were employer operated. Five employer outreach service providers reported employer shuttles operating in their respective service areas. In total, these employers reported 12 shuttles transporting individuals from transit stations to employer partner worksites and three shuttles transporting individuals from employer partner worksites to local shopping malls during mid-day lunch hours. Although these shuttles were not tracked, many employer outreach service providers also reported that local area hotels provide mid-day shuttles or shuttles to transit stations.

Examples of employer-operated shuttles include the Emory University shuttle, the largest employer in the Clifton Corridor service area. Central Atlanta Progress, Downtown TMA reported two employer-operated shuttles: one university shuttle and the other a large employer shuttle. Perimeter Transportation Coalition (PTC) reported at least four employer shuttles in operation. Two shuttles run all day operating as feeder shuttles to the nearby rail station. The other two shuttles operate at specified times: one travels to and from a local shopping mall during lunchtime, while the other is a feeder shuttle to the rail station operating at morning and evening peak rush hours.

Two local TMAs—CobbRides and PTC—operated holiday mid-day shuttles in the first quarter of FY2002 (December 2001). CobbRides recorded a total of 959 boardings during operation of their holiday shuttle, 305 of which were unique riders, while PTC recorded approximately 5,475 boardings.

VANPOOLS AND VANPOOL RIDERS

At the close of FY2002, the three primary regional vanpool service providers—Douglas County Rideshare, Georgia Building Authority, and MetroVanPool—had approximately 190 vans in operation throughout the metropolitan Atlanta region, with total ridership at about 1,846 riders. The ridership represents an increase of about 9.2%, or 16 vans. A couple employer outreach service providers reported a total of 12 other vanpools in operation at this time that are not served by these three regional service providers, about 60 riders total.

Of the regional vanpool service providers, MetroVanPool is the largest vanpool provider, with approximately 125 vanpools and 1,185 riders at the close of FY2002. Two local area TMAs—Commuter Club and Clifton Corridor—are directly responsible for forming the largest number of vanpools, about 42 vanpools in all. The majority of these vans were originally formed with substantial subsidies from these TMAs. And while the vans have been in operation for several years and are now largely supported through employer funds, Commuter Club and Clifton Corridor continue to support efforts to maintain ridership and fill empty vanpool seats with financial assistance on an as needed basis.

HATMA established a vanpool program at one large employer site during FY2002, creating two new vanpools with a total of 23 riders. With assistance through the CAC regional vanpool incentive program, HATMA was able to provide a full subsidy to vanpool riders for their first year of operation.

Employer outreach service providers continue to help maintain vanpool ridership, through empty seat financial assistance programs and new vanpool rider subsidies, for existing regional vanpool provider vanpools traveling to their service area. As stated previously, seven of the eight TMAs, along with The Clean Air Campaign, provide some level of vanpool subsidy to employers and commuters in their service area.

EMPLOYER OR PROPERTY MANAGER CLIENTS

At the close of FY2002, the Atlanta TDM Framework had established or maintained relationships with approximately 670 employer and 107 property manager clients, an approximately 21% increase from FY2001 (644).

As shown in Table 11, almost all employer outreach service providers offer clients continued education on commute assistance programs and access to rideshare matching (information/support programs). Many employer outreach service providers offer clients more enhanced assistance to encourage alternative mode use, the majority of which are enhanced transit programs. The large number of enhanced transit programs is largely due to employer and property manager participation in the MARTA Partnership Program (6-8% discount for monthly passes).

Overall, CAC Public has the greatest number of employers offering enhanced programs, largely as a result of the SECAP program, which provides state agencies in the downtown area access to carpool, vanpool, and transit incentives. Although not all state agencies actively participate in these programs, they are required to provide employees access to these incentives.

TABLE 11: EMPLOYER OR PROPERTY MANAGER CLIENTS, SEPTEMBER 30, 2002

Programs	Employer Clients	Property Manager Clients	Employees w/ Access[1]
Total Employer Clients	670	-	-
Total Property Manager Clients	-	107	-
w/ Information/Support Programs	643	105	164,722
w/ Enhanced Carpool Program	75	26	84,367
w/ Enhanced Vanpool Program	91	26	66,975
w/ Enhanced Transit Program	294	23	156,992
w/ Enhanced Bike/Walk Program	11	26	48,487
w/ Enhanced Telework Program	99	0	25,942
w/ Enhanced Compressed Work Week Program	117	0	26,982

[1]Employees w/ access are tracked by a handful of employer outreach service providers.

Enhanced programs are defined as employers and property manager clients providing significant support, typically in the form of financial incentives, to facilitate an employees' or tenants' use of alternative commute modes. The employer or property manager is not required to provide the incentive, but should provide significant support in the employees' or tenants' awareness of the incentive program being offered. Enhanced carpool, vanpool, or transit programs may include:

- Financial incentives, such as "try-it" incentives,
- Free or discounted parking for rideshare partners,
- Access to fleet cars or a shuttle for mid-day use by rideshare partners, transit riders, bikers, or walkers, vanpool administration, and
- Employer subsidies for bike or walk equipment purchases.

Enhanced teleworking and compressed work week programs typically include employers who have established a formal teleworking or compressed work week programs or policies for all or some employees. Enhanced teleworking and compressed work week programs typically do not involve a financial incentive.

ATLANTA TDM FRAMEWORK MISCELLANEOUS DATA COLLECTION ACTIVITIES

The measurement team asked partners of the Atlanta TDM Framework to provide information on any data collection activities they may have conducted, outside the formal measurement team activities. The following section is a brief summary of the data partners provided the measurement team throughout FY2002.

Perimeter Transportation Coalition (PTC) Commuter Rewards Program

Three employer worksites in the PTC service area participated in the PTC Commuter Rewards Program during FY2002. PTC's Commuter Rewards Program involves commuters providing rider logs each month, with monthly financial prizes (ranging from $25-$100) awarded to the top three alternative mode users at each worksite. First time recipients may also receive financial incentives ($15) to encourage them to continue participating in the program. Commuters must submit a rider log on the days they use an alternative commute mode.

Based on the information provided by each employer, PTC creates employer summaries of the total number of employees registered in the program, how each traveled to and from work on the days they used an alternative mode, and a list of the monthly winners. PTC also calculates the travel and air quality emission reductions for each employer.

Table 12 shows the estimated travel and air quality emission reductions achieved by the participating employers and employees in August 2002. The total NO_x and VOC emission reductions for these three employers was estimated at 0.0000385 tons per day. If these three employers sustained this level of involvement for the entire fiscal year, their NO_x and VOC emission reductions would result in 0.009625 tons/day reduced.

TABLE 12: AUGUST 2002 TRAVEL AND AIR QUALITY EMISSION REDUCTIONS

Travel and Air Quality Emission Reductions[1]	Employer 1[2]	Employer 2[2]	Employer 3[2]	August Total
Rider Logs Submitted	423	115	99	637
Break-down of rider logs by round trips				
Carpool	200	39	84	323
Vanpool	83	0	0	0
Transit	134	64	11	209
Bike	2	4	0	6
Walk	4	3	0	7
Telework	0	5	4	9
Vehicle Trips Reduced	1,312	388	224	1,924
Vehicle Miles Reduced	10,168	3,007	1,736	14,911
NOx Reduced (tons/day)	0.0129	0.0044	0.0025	0.0189
VOC Reduced (tons/day)	0.0149	0.0038	0.0022	0.0219
Total Emissions Reductions	0.0278	0.0082	0.0047	0.0408

[1]Travel and air quality emission reductions provided by PTC.
[2]Employer names are withheld for anonymity.

Buckhead Area Transportation Management Association (BATMA) Prize Patrol

Buckhead Area Transportation Management Association (BATMA) initiated the Prize Patrol in May 2002, the first month of smog season, in an effort to obtain counts on the number of carpools traveling to the BATMA service area. On each Thursday during smog season, BATMA

representatives counted carpools traveling to property manager client buildings. BATMA representatives counted the number of vehicles arriving in parking garages and turn-a-rounds/drop-off locations and offered doughnuts to all individuals who had more than one person in their car.

Over the course of smog season, the Prize Patrol visited eleven buildings and counted a total of 445 carpools with 901 carpoolers (about 2 persons per pool). BATMA saw the highest number of carpools in August (41) and the lowest number in September (22). The average number of cars per building was 664, with an average of 35 carpools (5.3%) per building.

Employer and Commuter Transportation Surveys

Three area TMAs—Commuter Club, CobbRides, and Hartsfield Area TMA (HATMA)—conducted baseline or follow-up employer and commuter transportation surveys in their respective service areas in FY2002. TMAs conduct employer and commuter transportation surveys to establish baseline and follow-up assessments on programs and services, to assist in program and service development, and to evaluate marketing and outreach efforts.

Survey interviewers randomly selected employers and commuters to participate in a telephone survey. Respondents participating in the commuter survey had to work within the service area of the TMA conducting the survey. The survey sample size differed for each service area. For the employer survey, CobbRides surveyed 21 employers in the CobbRides service area and HATMA surveyed 22 employers in the HATMA service area. For the commuter survey, the sample sizes ranged from 353 (Commuter Club), 440 (HATMA), and 600 (CobbRides).

The questions and survey sample sizes differ from the data collection activities implemented as part of the overall research and measurement program. The information presented below focuses on only a portion of the data collected in these surveys: commuting patterns, commute assistance services currently offered, and commute changes made in the past year.

Employer Surveys –

CobbRides

Employers in the CobbRides service areas estimate that 94% of employees drive alone, 3% carpool, and 2% use transit. Nine-in-ten (90%) employers feel that bus service is not convenient, and nearly two-thirds (62%) stated they would like to see a circulator shuttle offered in the future. Employers indicated services they would most desire include a circulator shuttle, advocacy for increased bus and rail service, and ridematching for van and carpools.

When asked about the commute assistance programs they currently offer, 55% of employers in CobbRides service area offer flexible work schedules, 45% offer a GRH program, 35% have on-site amenities, 30% offer bike amenities, compressed work week schedule, CCT subsidies, and teleworking options, 25% have a carpool matching service, and 10% offer a company sponsored vanpool, preferred parking for carpools or vanpools, and a shuttle service. About 5% currently offer rewards for employees who use alternative forms of transportation.

When asked about commute assistance programs they do not currently offer, 45% of the CobbRides area employers would consider offering preferred parking, 35% would consider rewards, 30% would consider matching employees for carpools, and assigning a staff person to encourage employees use of alternative commute modes.

HATMA

Employers in the HATMA service area estimate that 72% of employees drive alone to work, while 22% use bus, rail, or shuttle service. Very few respondents reported offering commute assistance

programs, but more than one-in-three expressed a willingness to offer programs in the future. Similar to the CobbRides service area, services most desired by area employers are a circulator shuttle, and advocacy for improved bus and rail service.

With regard to commute assistance programs and incentives, 42% of employers in the HATMA service area offer flexible work schedules, 38% offer a shuttle service, 36% have bike amenities, 30% subsidize transit, 24% offer GRH program, 18% have telework options, 14% offer preferred parking for carpools or vanpools, and 10% offer a company sponsored vanpool, match employees to form carpools, and assign an employee to encourage alternative commute modes.

Interviewers asked the HATMA employers who do not currently offer commute assistance programs to employers if they would consider offering certain programs in the future. Forty percent said they would consider offering subsidized transit passes, 36% said they would consider offering rewards to commuters who used alternative forms of transportation, and 35% said they would consider matching employees to form carpools.

Commuter Club did not provide the survey findings for their employer survey.

Commuter Surveys –

CobbRides

On average, 96% of commuters traveling to the CobbRides service area drive alone to work. Eighty-six percent of commuters have parking available on site, and 16% say parking is extremely difficult. Two percent of commuters currently carpool at least one day per week, 3% ride on either a CCT or MARTA bus. In the past year, about 2% of respondents made a change in the way they travel to and from work.

More than half (56%) think expansion of public transportation would help address Town Center's transportation problems. Slightly less than half (49%) would like to see roads widened. Almost 50% of respondents are willing to consider an alternate commute mode for an average of 4.3 days per week. About 47% are not willing or able to consider using alternative commute modes. When asked what modes they would use if they were readily available, 29% of respondents would carpool, 23% would ride a MARTA train, 13% a MARTA bus, 13% in CCT, and 10% in a vanpool.

Nearly half of respondents indicated they did not leave the office at lunch to eat, run errands, or shop and almost that many said they would not use a mid-day shuttle if it were available.

HATMA

According to the HATMA commuter survey, carpooling constituted 7.7% of commute travel days, transit 2.5%, and vanpooling, walking, and biking less than 2%. When asked if they had made a change in their commute mode in the past year, about 3% said yes. Nearly 70% (69.5%) of survey respondents indicated they would consider using an alternative mode at least one time each week. Most commuters (41.6%) said they would be willing to try carpooling, 33% would be willing to try a MARTA train, 28.9% a MARTA bus, 21.1% a C-Tran bus, and 20.2% would try a vanpool.

Twenty-nine percent (29%) of HATMA's commuters had received information from their employer on carpooling, vanpool, or transit. When asked about different potential incentive programs, most commuters indicted a high level of interest.

Commuter Club

About nine-in-ten (93.3%) of commuters in the Commuter Club service area drive alone to work, 6.9% carpool at least one day per week, 3.6% telecommute, and less than 1% use transit, walk, or

bike to work. No one reported using a vanpool to commute. When asked if they had made a change in their commute mode in the past year, less than 2% of the survey respondents said yes. About 25% (25.2%) indicated they had received information from their employers on alternative commute options.

Most commuters traveling to the Commuter Club service area feel they cannot personally reduce the number of vehicle trips they make each week. Commuters did express a desire for development of stronger public transportation services within the Cumberland area. Among commute alternative most respondents expressed a preference for either carpooling or MARTA (train). Respondents indicated that program services likely to encourage a mode switch would be more frequent and direct bus service, free or discounted transit pass, financial assistance or subsidies, and a guaranteed ride home.

Commuter Club October Commuter Challenge

In October 2002 Commuter Club launched the Commuter Club Challenge, a promotional event to encourage commuters traveling to the Commuter Club service area to try alternative modes for their commute to work during a designated week.

During a one-week period, Commuter Club asked commuters to pledge to try a carpool, vanpool, bus, telework or other option at least one day. Commuter Club entered commuters who took the pledge into a drawing for prizes. Almost 3,700 people pledged to try something new for the Challenge and 95% of those followed through on their commitment an average two and three times during the designated week.

Most participants tried carpooling (54%) during the Challenge week, but other popular options included vanpooling (16%), teleworking (15%), and transit (10%). Another 2% tried biking, and 3% tried walking to work. One quarter of participants reported saving at least 30 minutes a day commuting, and nearly one quarter reported savings of at least $5 a day. About one in six participants were drive alone commuters who expressed a willingness to continue their new mode on a regular basis.

According to Commuter Club, the Challenge reduced an estimated 85,000 vehicle miles based on participant feedback. A follow up survey of 100 participants revealed the two-thirds of commuters regularly drive to work alone. The remaining one-third currently vanpool, carpool, or use transit. The average one-way commute distance for participants was 20 miles.

CAC Public Smog Season Reports

The Clean Air Campaign Public Employer Outreach Service Provider requests that platinum employer partner clients submit monthly self-reporting forms reporting the daily mode split during the five- month smog season (May – September). Organizations report mode split on a daily basis taking into account holidays, sick leave, and out of the office meetings. CAC Public has 149 partners and about 24 submitted reports for all five months of smog season during FY2002. The 24 employers represent 21,051 employees who reported data. On average, these employers achieved a 59% drive alone rate during the five-month smog season.

SECTION 4 FY2002 PERFORMANCE MEASURE ACTIVITY CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS

The Atlanta TDM Framework is involved in a variety of activities aimed at changing individual and employer behavior about the voluntary use of alternative transportation. This report assesses commuter and employer or property manager participation in many of the Atlanta TDM Framework programs and services that facilitate alternative mode use. The report focuses on three categories of performance:

- Commuter and employer outreach activities (e.g., commuter fairs, client meetings, media placements, radio advertising)
- Commuter and employer contact with regional and local supporting programs and services (e.g., 1-877-CLEANAIR, 1-87-RIDEFIND, www.cleanaircampaign.com)
- Commuter and employer participation in regional and local supporting programs and services (e.g., regional rideshare database, guaranteed ride home program, incentive programs, discount transit pass program)

Commuter and Employer Outreach Activities

The Atlanta TDM Framework informs individual commuters and employers or property managers of TDM programs and services available to them and encourages interest in commute alternatives and commute assistance programs in a variety of ways. Employer outreach service providers–local area TMAs and The Clean Air Campaign public and private employer outreach staff–held a total of 1,561employer or property manager meetings and 968 individual commuter fairs or promotional events during FY2002.

The Clean Air Campaign public and private employer outreach staff, Central Atlanta Progress/Downtown TMA, and CobbRides reported their number of outbound contacts (information pieces distributed via email or by letter or telephone) to existing and prospective clients. Outbound contacts to existing clients averaged about 1,539 per month and contacts to potential new clients averaged about 306 each month. Employer outreach service providers also gain exposure to their programs through media placements; four TMAs reported a total of 81 placements in newspapers and trade publications during FY2002.

The Clean Air Campaign media campaign invested approximately $1.8 million on paid advertising to promote carpooling, employer commute option programs, and teleworking. In addition, The Clean Air Campaign public relations arm was responsible for 215 TV, print, radio, or web media placements promoting a variety of TDM related messages, with approximately 33.4 million impressions. The Clean Air Campaign also participated in 17 press briefings throughout the fiscal year and the Better Air Bear (BAIR) continued to visit schools and attend local community events (79 total appearances reaching approximately 45,000 people).

Commuter and Employer Contact with Regional and Local Programs and Services

Many commuters and employers and property managers use www.cleanaircampaign.com and TMA websites to learn more about commute alternatives and commute assistance programs. TMAs reported 24,500 unique visitors during FY2002 (includes two TMAs reporting for entire FY and one TMA reporting for 6 months of FY). The Clean Air Campaign reported 43,000 unique visitors during FY2002 (www.cleanaircampaign.com), up nearly 50% from September 2001.

Calls to the two region-wide commuter and employer or property manager information phone lines—1-877-CLEANAIR and 1-87-RIDEFIND—increased during FY2002. Information specialists

answering 1-877-CLEANAIR recorded 193 calls, a 74% increase compared to FY2001. 1-87-RIDEFIND information specialists recorded 2,880 phone calls, only about a 3% increase from FY2001. While FY2003 is not the focus if this report, 1-877-CLEANAIR experienced dramatic increases in call volume during the first three months of FY2003 (October – December), just after launching a new regional incentive program for commuters (Cash for Commuters).

Commuter and Employer Participation in Regional and Local Programs and Services

The number of commuters in the regional rideshare database increased by about 26% from FY2001 (22,300) to FY2002 (28,123). Employer outreach service providers were responsible for submitting the majority of the new applicants entered in the database. The total number of worksites enrolled in the GRH program at the close of FY2002 was 471, an increase of about 49% from FY2001 (316 worksites).

Nearly 100 employers or property managers and 3,630 commuters were participating in commute assistance incentive programs administered by employer outreach service providers at the close of FY2002. During the first month of FY2003 (October 2002), The Clean Air Campaign launched its first regional commute assistance program, the Cash for Commuter (CFC) program. By December 2002, The Clean Air Campaign had registered nearly 1,500 commuters in the three-month incentive program. The Clean Air Campaign will be launching its second CFC program and its first annual Clean Air Challenge, a three-month competition open to metro Atlanta employers and property managers to reduce employee and tenant vehicle miles traveled, at the start of smog season 2003.

Employer outreach service providers sold nearly 281,000 discount transit passes during FY2002. The largest number of discount passes sold were monthly MARTA passes; employer outreach service providers sold approximately 238,329 monthly discount passes during FY2002, an increase of about 31% since the close of FY2001. Employer outreach service providers also sold approximately 25,000 non-discount transit passes during FY2002.

At the close of FY2002, TMAs reported operation of 15 employer-sponsored shuttles. In addition, the Atlanta TDM Framework reported one TMA operated shuttle (Clifton Corridor TMA), with an average monthly ridership of about 5,550 people. CobbRides and Perimeter Transportation Coalition operated holiday mid-day shuttles during the month of December, estimating total ridership at about 6,500.

The three primary vanpool providers in the region—Douglas County Rideshare, Georgia Building Authority, and MetroVanPool—reported 190 vans in operation at the close of FY2002, with total ridership at 1,894 passengers. The number of vanpools represents an increase of about 16 vans, or 9.2%, from FY2001. Local area TMAs and The Clean Air Campaign, through financial incentives and local outreach, formed at least three of the new vans and assisted in filling empty seats on several existing vans.

At the close of FY2002, the Atlanta TDM Framework was working with approximately 670 employer clients and 107 property manager clients, an increase of about 21% from FY2001. Almost all employer outreach service providers offer clients continued education on commute assistance programs and access to rideshare matching. Many employer outreach service providers offer clients more enhanced assistance to encourage alternative mode use, the majority of which are enhanced transit programs (295 employer clients and 23 property manager clients). The large number of enhanced transit programs is largely due to the availability of the MARTA Partnership Program (8% discount for monthly passes).

With assistance from employer outreach service providers, many employer clients also offer enhanced compressed work week programs (117), telework programs (99), vanpool programs (91), and carpool programs (75) to employees. Overall, CAC Public has reported the greatest number of

employers offering enhanced programs, largely as a result of the State Employee Commute Assistance Program (SECAP), which provides all state agencies in the downtown area access to carpool, vanpool, and transit incentives.

RECOMMENDATIONS

The performance measures highlighted in this report indicate significant efforts by partners of the Atlanta TDM Framework to encourage individual commuter and employer or property manager participation in commute alternatives and commute assistance programs. The following recommendations section highlights some of the key areas the Atlanta TDM Framework should continue or increase support:

- Continue to hold employer and property manager meetings, commuter fairs, and other promotional events to inform individual commuter and employer or property manager about the commute alternative and commute assistance programs available to them and to encourage participation.
- Continue large-scale radio advertising and public relation activities and coordinate messages and "calls to action" with *all* Atlanta TDM Framework programs and services to inform commuters, employers, and property managers of the benefits of programs and services available to them. Direct commuters to appropriate programs and services to obtain information and provide them with the appropriate resources and tools to act.
- Increase the Atlanta TDM Framework budget for individual commuter and employer or property manager financial incentives programs with the purpose of encouraging alternative mode use. These programs should be implemented at both the regional and local level, but should be consistent in their message to avoid participant confusion.
- Strengthen and improve upon the coordination and consistency of Atlanta TDM Framework programs and services. In May of FY2003, Central Atlanta Progress/Downtown TMA, Midtown Transportation Solutions, and Buckhead Area TMA launched a shared incentive program in coordination with The Clean Air Campaign. This incentive program is an excellent example of coordination and consistency between individual commuter and employer or property manager participation in commute assistance programs. Similar efforts will create economies of scale, reduce confusion among participants, and improve effectiveness for the entire Atlanta TDM Framework effort.
- Maximize employer and property manager involvement in commute assistance programs, focusing on increasing the number of enhanced programs offered by employers. At the close of FY2002, about 300 employer and 25 property manager clients offered some form of an enhanced commute assistance program. The number of clients represents only about 50% of the current client base.

  Examples of enhanced incentive programs may include increasing the number of employers or property managers offering or providing financial incentives to employees or tenants or working with an employer to set up a vanpool or shuttle service administered by an employer or property manager client or employer outreach service provider directly.

APPENDIX B-3 – OCTOBER 2002 EMPLOYER PARTNER EMPLOYEE TRAVEL SURVEY FINAL REPORT

EVALUATION OF THE EFFECTIVENESS OF PROGRAMS CONTAINED IN THE "FRAMEWORK FOR COOPERATION TO REDUCE TRAFFIC CONGESTION AND IMPROVE AIR QUALITY"

PHASE THREE

OCTOBER 2002 EMPLOYER PARTNER EMPLOYEE TRAVEL SURVEY FINAL REPORT

PREPARED FOR:
GEORGIA DEPARTMENT OF TRANSPORTATION

PREPARED BY:
CENTER FOR TRANSPORTATION AND THE ENVIRONMENT

IN ASSOCIATION WITH
CIC RESEARCH, INC.
AND
LDA CONSULTING

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EXECUTIVE SUMMARY

INTRODUCTION

This report presents the results of a survey of commuters working for employers who partner with organizations, such as a local area Transportation Management Association (TMA) and The Clean Air Campaign, to provide commute assistance services. These organizations are partners of the Atlanta TDM Framework, a group of organizations aimed at changing individual and employer behavior about the voluntary use of alternative transportation to help reduce traffic congestion and improve air quality in the Atlanta 13-county nonattainment area[1].

This report also presents the estimated travel and air quality emissions reductions of the commuters who participated in the survey. Employer partners of five employer outreach organizations across the 13-county area participated in the survey.

PROGRAM PARTICIPATION AND IMPACTS

The fiscal year 2002 (FY2002) travel and air quality emissions reductions achieved by commuters participating in the survey are summarized below and shown in Table A.

TABLE A: FY2002 EMPLOYER PARTNER PROGRAM IMPACT MEASURES

Mode	Placement Rates	Placements	Vehicle Trips (per day)	VMT (miles)	NO_x (tons/day)	VOC (tons/day)
New Placement	9.2%	1,059	974	18,724	0.0216	0.0250
Retained Placement	27.4%	3,143	1,989	31,753	0.0365	0.0423
Combined Total	36.6%	4,202	2,964	50,477	0.0581	0.0673

Commuter Placement Rates and Placements

The percentage of survey respondents making a commute change to an alternative mode is defined as a "placement rate," that is, the number of respondents "placed" in an alternative mode. The percentage of participants shifting to alternative modes or increasing their use in alternative modes during the FY2002 evaluation period represent the *new* placement rate. The percentage of participants using alternative modes at the time of the survey but who said they started using these modes before the FY2002 evaluation period represents the *retained* placement rate.

The measurement team calculated placements rates by summing the number of respondents who made the appropriate, verifiable commute change and dividing this total by the total number of employees who responded to the survey, 11,492. If a respondent made multiple changes during the past year, for example, starting to telework and starting to carpool, only one of the changes was designated as the primary change. Designating a primary change eliminates double counting impacts from respondents who otherwise would be counted in two mode groups.

Of the 11,492 commuters participating in the employee travel survey, 1,059 were classified as new placements and 3,143 commuters were classified as retained placements. A total of 558 additional

[1] Thirteen (13) county nonattainment area includes Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Paulding, and Rockdale counties.

commuters made changes to alternative modes, but these changes could not be verified for one of two reasons: 1) the travel modes reported for "last week" did not include the alternative modes the respondents said they started using or 2) the respondent did not report travel modes in a "typical week before the change." A total of 320 survey respondents fell into the first category and 238 respondents fell into the second category.

Vehicle Trips and VMT Reduced

Vehicle trip reduction (VTR) measures the number of vehicle trips (VT) no longer made as a result of commuters shifting to alternative modes. A detailed examination of the types of changes reported by survey respondents yielded VTR factors for each new and retained placement rate category. These factors, when multiplied by the number of placements in their respective categories, equal a total daily vehicle trips reduced of 2,964 trips. Multiplying the number of vehicle trips reduced by the average trip distance for the respondents results in a total daily vehicle miles traveled (VMT) reduction of 50,477 miles.

Emissions Reduced

Emission benefits, defined as tons of pollutants reduced, are calculated by multiplying regional emission factors provided by the Georgia Department of Natural Resources, Georgia Environmental Protection Division by the number of VMT reduced. In the Atlanta region, two pollutants are of special interest: oxides of Nitrogen (NO_x) and Volatile Organic Compounds (VOC). The emission reductions for these pollutants equals:

- NO_x – 0.0581 tons per day reduced
- VOC – 0.0673 tons per day reduced.

} 0.1254 tons pollutants per day reduced

The emission reductions represent only a small portion of the total reductions that result from employers partnering with organizations supporting the Atlanta TDM Framework. Only 30% of the employee population at 62 of the 500 plus employer partners is represented here. The results support the idea that employer based commute assistance programs are having a tremendous impact on minimizing congestion and improving air quality in the metropolitan Atlanta region.

OTHER KEY SURVEY RESULTS

Commute Travel Patterns

- Respondents drive alone for nearly three-quarters (74.8%) of work day commute trips, a significantly lower drive alone mode split compared to the regional commute population (81.8%).
- The second most popular mode, used for 9.6% of weekly work trips, is carpool, followed by train (7.6%), bus (2.5%), and vanpools (1.9%).
- The average carpool has 2.2 people and the average vanpool has 8.2 riders, including the driver.
- The average one-way commute distance for respondents is 19.3 miles. About one-third (32%) of respondents commute 10 miles or less to work, while nearly 50 percent (46%) travel between 21 and 50 miles.

Commute Changes

- A total of 2,587 (22.5% of 11,492) respondents made a travel change in the past year. About 5.3% started driving alone, 5.7% started carpooling or vanpooling, and 4.5% started riding a bus or train. Of these respondents, 1,441 cited changes that could not be included in the placement rate and travel and air quality emissions reductions calculations.

Influence of Information and Assistance on Commute Change

- Changes in home or job locations (26%), saving money (25%), and concern about the environment (23%) are the top commute change influences, followed by saving time (20%), traffic (20%), and respondents who do not want to drive (18%).

Awareness and Use of Commute Assistance Services

- Discount transit passes/free transit passes (33%) and carpool/vanpooling information (36%) rank high among the services offered by employers, followed by transit information or schedules (25%), bicycle racks/other bike services (22%), Guaranteed Ride Home (GRH) (20%), and preferential parking for carpools/vanpools (18%).
- Discount transit passes/free transit passes (10%) rank high among the services used by employees, followed by transit information or schedules (7%) carpool/vanpooling information (7%).
- The drive alone rates are 21% lower where employers offer discounted or free transit passes, 14% lower where vanpool/carpool subsidies or cash incentives are offered, and 13% lower where GRH is offered.
- A greater number of respondents made a commute change when a commute option service is offered than when it is not.

Differences Among Employer Criteria and Sub-Categories

- The drive alone rate for employees working in high urban/high transit areas (67.9%) is much lower than employees working in low urban/low transit areas (84.4%). Employees in high urban areas are also more likely to make commute changes to alternative modes.
- Employees working for employers providing higher levels of commute assistance and support (e.g., financial and administrative assistance) to encourage employee use of alternative modes have lower drive alone rates (70.9%) than employers who do not provide such assistance and support (79.8%).

CONCLUSIONS

Employee travel survey respondents have a substantially lower drive alone rate and a higher carpool, vanpool, and transit mode share when compared to metropolitan Atlanta's commuters as a whole. These findings suggest commuters working for employers with commute assistance programs are more likely to use alternative transportation and that commute assistance programs help place single occupancy commuters in alternative forms of transportation.

Survey findings reveal that discount transit passes/free transit passes, transit information or schedules, and carpool/vanpooling information are the services most offered by employers and the services most likely used by survey respondents. Overall, employee drive alone rates decrease with each commute assistance service offered at an employer's worksite. The drive alone rates are lowest where employers offer incentives like discounted or free transit passes, vanpool/carpool subsidies, and or guaranteed ride homes in case of an emergency.

Of the four sampling criteria, level of urbanization/transit access and level of commute assistance services provided by a partner employer have the greatest effect on drive alone rates and commute changes among survey respondents. The drive alone rate for employees working in low urban/low transit areas is much higher than employees working in high urban/high transit areas. The drive alone rate for employees working for employers offering a higher level of commute assistance services and support (e.g., financial incentives, etc.) is lower than employees working for employers who offer lower levels of commute assistance services and support.

RECOMMENDATIONS

The primary purpose of this survey is to learn more about the commuting patterns of commuters with access to employer level commute assistance programs and to determine commute changes made in the past year. The survey findings clearly show commuters working for employers with commute assistance programs are making a difference in reducing emissions and minimizing congestion in the metropolitan Atlanta region. The survey findings also suggest several possible actions the Atlanta TDM Framework can take to improve the effectiveness of these employer programs, including:

- Increase employee awareness of the commute assistance services available at employer partner worksites.

- Continue to increase the number of employers offering a higher level of commute assistance services**.**

- Place greater emphasis on enhancing programs in the denser employment centers where more infrastructure is available to support and compliment alternative mode use.

SECTION 1 OVERVIEW

PURPOSE OF THE REPORT

The purpose of this report is to present the results of the employee travel survey. The survey gathered information about the commuting patterns of commuters working for employers who partner with organizations, such as local area Transportation Management Associations (TMA) and The Clean Air Campaign, to implement worksite commute assistance programs. These organizations are partners of the Atlanta TDM Framework, a group of organizations aimed at changing individual and employer behavior about the voluntary use of alternative transportation to help reduce traffic congestion and improve air quality in the metro Atlanta region.

Sixty-two (62) employer partners participated in the survey. A total of 11,492 employees completed the survey. The measurement team used the survey findings to determine employee awareness and use of commute assistance services and to calculate the travel and air quality emission reductions achieved by employees using alternative modes. The measurement team also used the survey findings to develop a model, built on the travel choices of surveyed employees, which predicts the travel choices of non-surveyed employees in similar situations. The model is presented in a separate report.

ORGANIZATION OF REPORT

The report is divided into five sections.

- Section 1 - Purpose and organization of the report
- Section 2 – Description of the survey and sampling methodology
- Section 3 – Results of the survey respondents. Tables show both the percentage results and the raw number of respondents (e.g., n = 11,492) responding to the question.
- Section 4 – Travel and emission impacts of commute changes
- Section 5 – Conclusions and recommendations

The report includes appendices with the survey questionnaire, the criteria used to categorize employer partner worksites, and the travel and air quality emission reduction calculations.

SECTION 2 DATA COLLECTION

This section briefly describes the employee travel survey methodology.

QUESTIONNAIRE DEVELOPMENT

The measurement team developed the survey questionnaire with input from the partners of the Atlanta TDM Framework (Framework partners). The survey was available in both hard copy and electronic (internet) versions. The measurement team conducted a pre-test of 30 respondents, modified the survey based on the results of the pre-test, and then implemented the full survey to the entire sample.

SAMPLE PREPARATION

The sampling plan involved surveying a representative sample of employer partners within five designated employer outreach service areas.

The sampling plan is based on four "criteria". The criteria include: employer size, employee job type, urban level/transit accessibility, and level of commute assistance services provided. Research conducted in other regions suggests these criteria are important factors influencing travel behavior. In addition, these criteria can be measured and controlled.

Employers comprising 10% or more of the total employee base for the total employer partner population were automatically included within the sampling frame. Detailed definitions for each criteria and sub-category are available in Appendix A. Table 1 provides a summary of the criteria and subcategories. The final category, commute assistance program level, is referred to as the transportation demand management (TDM) program level.

TABLE 1: SAMPLING CRITERIA AND SUBCATEGORIES

Criteria	Subcategories		
Employer Size	≥200 employees	<200 employees	NA
Employer Type	Retail/service	Office	Manufacturing
Urbanization/Transit Access	Low Urban/ Transit Access	High Urban/ Transit Access	NA
TDM Program Level	Low Program	Medium Program	High Program

The combination of these four criteria, each with two or three sub-categories, results in 36 different combinations of criteria categories, or "sample cells".

Representatives from the five participating employer outreach service areas categorized each employer partner worksite into these criteria groupings. The measurement team randomly selected a minimum of 2-3 employer partners within each of the 36 sample cells for Framework partners to recruit. The measurement team wanted to survey at least 2-3 employer partners within each cell to reduce data variability.

Table 1 below shows the number of employers in each of the 36 cells and the number of employees at these employer sites who completed the survey. Many employers were reluctant to participate in the survey, and, as a result, at least two cells had no employer representation. In some cases, employers within one cell represented only one employer sector for the employer type. For example, the two employers surveyed within the 200+, high urban/high transit, low TDM category for retail/service are hotels.

TABLE 2: DISTRIBUTION OF EMPLOYER AND EMPLOYEE SAMPLE BY EMPLOYER GROUP

Employer Group	Employer and Employee Sample Counts			
	Small Employers (≤200)		Large Employer (200+)	
	Employers	Employee Respondents	Employer	Employee Respondents
High Urban/High Transit				
Manufacturing/High TDM	1	67	3	2,591
Manufacturing/Medium TDM	NA	NA	NA	NA
Manufacturing/Low TDM	NA	NA	1	772
Office/High TDM	4	134	3	794
Office/Medium TDM	2	60	4	409
Office/Low TDM	4	104	1	155
Retail/High TDM	NA	NA	2	683
Retail/Medium TDM	1	22	2	429
Retail/Low TDM	3	56	2	434
Low Urban/Low Transit				
Manufacturing/High TDM	NA	NA	3	867
Manufacturing/Medium TDM	3	231	2	188
Manufacturing/Low TDM	1	26	2	161
Office/High TDM	3	212	2	590
Office/Medium TDM	3	221	3	626
Office/Low TDM	3	230	2	771
Retail/High TDM	NA	NA	NA	NA
Retail/Medium TDM	NA	NA	1	343
Retail/Low TDM	NA	NA	1	316

SURVEY ADMINISTRATION AND SURVEY RESPONSE RATES

A total of 62 employers participated in the survey and a total of 11,492 employees completed the survey. Surveys were administered between September and November 2002. Employers distributed either hard copies of the survey to employees or notified them about the electronic (internet) version. The measurement team provided employers with the survey, implementation instructions, and fliers announcing the survey. At some worksites, employees completing the survey were offered incentives to increase response rate.

The overall survey response rate across participating employers was 30%. Table 3 shows the average response rate by employer size categories. As expected, the smaller the employer, the higher the response rate.

TABLE 3: AVERAGE SURVEY RESPONSE RATES

(n=62 employers)

Employer Size	Percentage
100 employees or less	74%
101 employees to 1,000 employees	44%
1,001 employees or greater	30%

SECTION 3 SURVEY RESULTS

As mentioned previously, the survey is of commuters working for employers partnering with organizations, such local Transportation Management Associations (TMAs) and The Clean Air Campaign, to implement commute assistance programs. The survey collected the following from each survey respondent:

- Current commute mode
- Commute characteristics (commute distance, carpool or vanpool occupancy, carpool, vanpool, and transit access meeting points and distance to access meeting points)
- Recent commute changes (type of change, such as change in mode and increased use of mode)
- Influence of commute assistance services on commute change
- Awareness and use of commute assistance services

The team also examined personal, worksite, and commute assistance program characteristics in developing the representative sample of employers to survey.

Survey result percentages presented in the results tables below show respondent percentages, but each table also shows the raw number of respondents (e.g., n=11,492). Where possible, results from the survey are compared for sub-groups of survey respondents. These comparisons are presented in the appropriate sub-sections.

The commute pattern data from the survey are used in Section 5 to calculate estimated travel and air quality emissions reductions of the survey respondents.

EMPLOYER PROFILE

The sample selection categorized employer partners based on employer size, employee job type, level of urban/transit accessibility, and level of commute assistance program in place. The criteria used to classify employer job type, level of urbanization/transit accessibility, and level of commute assistance program is listed in Appendix A. Commute assistance programs are referred to as the transportation demand management (TDM) program level. Summaries of the characteristics for employers implementing the survey are shown in Table 4, 5, 6, and 7.

Employer Size

Table 4 shows the distribution of respondents by employer size. Only about one eighth (13%) of the respondents work for small employers (200 or fewer employees). Among the remaining respondents, 22% work for employers with between 201 and 499 employees, 22% work for employers with between 500 and 999 employees, and 56% work for very large employers, with 1,000 or more employees.

TABLE 4: EMPLOYER SIZE

Number of Employees	Percentage of Employers in Sample (n=62)	Percentage of Respondents (n=11,492)
Low (≥200)	**45%**	**13%**
High (<200)	**55%**	**87%**
201 - 499	44%	22%
500 – 999	24%	22%
1,000+	32%	56%

Employer Type

Table 5 shows the distribution of respondents by the three general employer types. Four in ten (43%) respondents surveyed work for manufacturing-type employers, while slightly more than one-third (37%) work for office employers. About one in five (20%) respondents said they work for a retail or service (e.g., hotel, restaurant, hospital) employer.

TABLE 5: EMPLOYER TYPE

(n=11,492)

Type of Employer	Percentage
Office	37%
Retail/Service	20%
Manufacturing	43%

Urban Level/Transit Access

Level of urbanization/transit accessibility generally defines the employment density and level of transit service available to respondents in various locations. As shown in Table 6, slightly more than one half (58%) of respondents said they work in an area defined as "high urban," that is an area with higher development density and greater access to rail and bus transit. The remaining 42% work for employers located in less dense areas, such as suburban or rural areas, where transit service is less accessible.

TABLE 6: URBAN LEVEL/TRANSIT ACCESS

(n=11,492)

Urban Level/Transit Access	Percentage
Low Urban	42%
High Urban	58%

TDM Program Level

Table 7 shows the distribution of respondents by level of TDM program; that is, the extent of commute assistance services that are offered to employees at the worksite. About one-half (52%) of the respondents surveyed are employed by worksites with high-level commute assistance programs. These worksites offered more commute assistance services expected to provide higher levels of assistance and support to employees (e.g., financial and administrative assistance). The remaining survey respondents are almost evenly split between worksites with low (25%) and medium (23%) level commute assistance programs.

TABLE 7: TDM PROGRAM LEVEL

(n=11,492)

TDM Program Level	Percentage
Low	25%
Medium	23%
High	52%

CURRENT COMMUTE PATTERNS

A primary purpose of the survey was to examine current commute patterns of respondents, including commute mode, commute distance and travel time, and use of telecommuting and alternative work schedules. The results are shown below.

Current Commute Mode

Current Mode Split by Weekly Trips – The survey asked respondents what modes they used to travel to work each day (Monday-Sunday) during the week prior to completing the survey. Figure 1 shows the percentages of total weekly work day trips for which respondents used each of six commute modes: drive alone, carpool, vanpool, bus, train, and bike/walk. Two additional work day options also are shown: telework and compressed work week schedules. While not considered "commute modes" in the conventional sense, these modes are included because they reduce the number of days respondents actually work. Days not assigned to work and days respondents do not work due to illness or vacation are not included.

As shown, respondents drive alone for nearly three-quarters (74.8%) of work day commute trips. The second most popular mode, used for 9.6% of weekly work trips, is carpooling. Respondents make about 7.6% of workday trips by train, 2.5% by bus, and 1.9% of trips by vanpool. Teleworking (1.7%), bicycling/walking (1.3%), and compressed work week schedules (0.8%) make up a small percentage of weekly work days.

FIGURE 1: CURRENT COMMUTE MODE SPLIT (PERCENTAGE OF WEEKLY TRIPS)

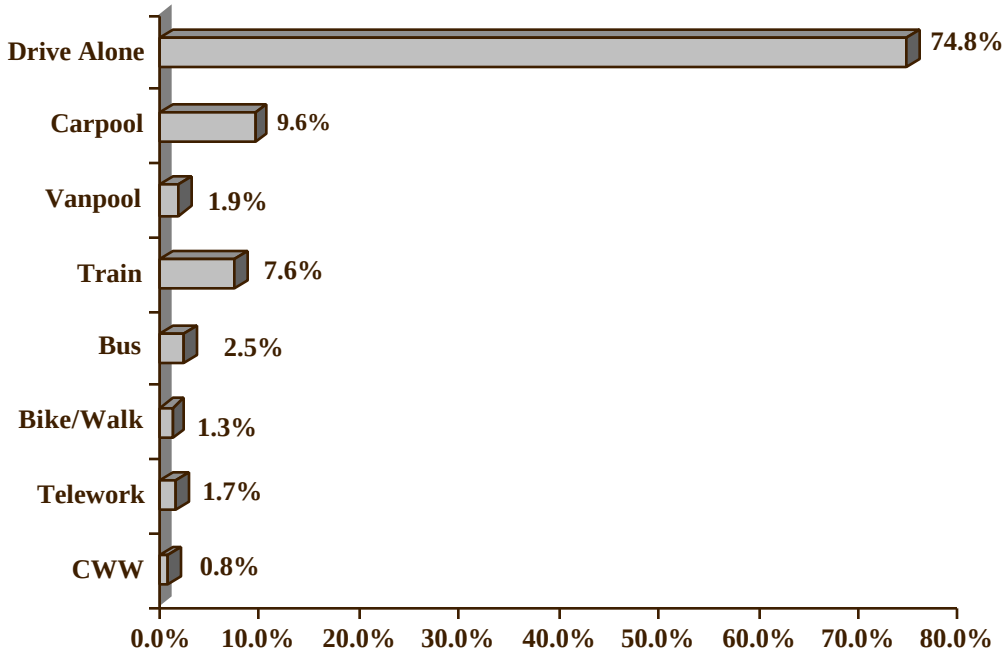

Table 8 presents a comparison of the employee survey mode split to the regional mode split of Atlanta commuters, as measured through a regional travel survey conducted by the measurement team in October 2002. As indicated by the table, respondents in the employee travel survey have a lower drive alone rate (74.8%) than the regional commute population (82.3%). Use of most alternative modes is higher for respondents in the employee survey than for the population at large. Employee survey respondent mode shares for carpool, vanpool, and train are higher than the regional population, but the bus, walk/bicycle, and telework modes are equal. The compressed work week share is greater for the regional population.

TABLE 8: EMPLOYER PARTNER EMPLOYEE SURVEY AND REGIONAL COMMUTE SURVEY MODE SPLIT COMPARISON

Commute Mode	Employee Travel Survey Mode Split (Percent of Weekly Trips) (n=11,492)	Regional Travel Survey Mode Split (Percent of Weekly Trips) (n=2,176)
Drive alone	74.8%	82.3%
Carpool	9.6%	7.9%
Vanpool	1.9%	0.3%
Bus	2.5%	2.5%
Train	7.6%	2.8%
Walk/bicycle	1.3%	1.3%
Telework	1.7%	1.7%
Compressed schedule	0.8%	1.1%

Source: Regional Switcher Survey, October 2002

Commute Distance

Table 9 presents the distribution of one-way commute distances for respondents in the employee travel survey. These commuters have a wide range of commute distances, ranging from less than one mile to more than 125 miles one-way. The average one-way commute distance for respondents is 19.3 miles.

About one-third (32%) of respondents commute 10 miles or less to work, while nearly one-half (46%) travel between 21 and 50 miles. About 3% have one-way commute distances greater than 50 miles.

TABLE 9: ONE-WAY COMMUTE DISTANCE (MILES)
(n=10,993)

Number of Miles	Percentage	Number of Miles	Percentage
5 miles or less	15%	21 to 30 miles	21%
6 to 10 miles	17%	31 to 50 miles	14%
11 to 15 miles	16%	More than 50 miles	3%
16 to 20 miles	14%	**Average distance**	**19.3 miles**

Table 10 presents the average travel distances for respondents in different employer sub-categories. As the table shows, there is no apparent difference in average distance for the sub-categories of urban level and employer size. Some differences are noted for the TDM program level and employer type. Respondents at worksites with medium level commute assistance programs have a higher average travel distance (21.6 miles) compared to high level (19.4 miles) and low-level commute assistance programs, 19.4 miles and 16.9 miles, respectively. There is no obvious reason why these differences in average commute distance occur.

Differences also are noted among respondents in different employer type categories. Respondents who work for office employers travel farther on average (20.4 miles) than respondents who work for retail (18.5 miles) and manufacturing (18.7 miles) employers. This suggests that office employer's recruit from a wider area, perhaps to fill jobs requiring more specialized skills than are required for the other two employer types

TABLE 10: MEAN COMMUTE DISTANCE BY EMPLOYER SUB-GROUP

Employer Group	Mean Travel Distance
High Urban (n=6,710)	19.4 miles
Low Urban (n=4,782)	19.2 miles
200 or more employees (n=1,363)	19.3 miles
Less than 200 employees (n=10,129)	19.1 miles
High TDM program level (n=5,983)	19.4 miles
Medium TDM program level (n=2,684)	21.6 miles
Low TDM program level (n=2,870)	16.9 miles
Retail/service employers (n=2,283)	18.5 miles
Manufacturing employers (n=4,903)	18.7 miles
Office employers (n=4,306)	20.4 miles

Work Schedules

The majority of respondents (77%) said they do not work non-standard or flexible work hours or days. Of the 21% of respondents who said they work non-standard or flexible work hours:

- 12% work flex-hour with core hours and flexible start and stop
- 5% work a 4-40 schedule (forty-hour week in four days)
- 5% work a 9-80 schedule (eighty hours in a nine-day period over two work weeks)
- 1% work a 3-36 schedule (thirty six hours in a three day period during a single work week)

Carpool and Vanpool Size

The survey also collected data on occupancy and composition of carpools and vanpools and explored how ridesharers access these commute modes. About one in eight respondents (13.3%) participate in a carpool and 2.4% participate in a vanpool. The average carpool has 2.2 people. Vanpool occupancy is on average 8.2 riders, including the driver. There are no differences in average carpool or vanpool occupancy for respondents in different employer sub-categories.

Access to Carpools, Vanpools, and Transit

Table 11 presents how carpoolers, vanpoolers, and transit riders travel to where they meet their carpool or vanpool partners or where they access transit. About one in three (34%) leave from home to pick up other rideshare partners. Another 33% drive alone to an alternative mode meeting place. Approximately 12% walk or bicycled to the meeting point, and about nine percent are picked up at home. Another nine percent ride a bus.

TABLE 11: MEANS OF GETTING FROM HOME TO ALTERNATIVE MODE MEETING PLACE
(n=2,418)

Access Mode to Alternative Mode	Percentage
Drive Alone	33%
Ride a bus	9%
Walk	12%
Bicycle	<1%
Leave from home (carpool or vanpool driver)	34%
Picked up at home	9%
Dropped off at location	3%
Other	1%

A large portion (33%) of respondents drive alone to an alternative mode meeting place. This is significant to the air quality analysis for commuting alternatives, because a large proportion of auto emissions are produced during the first few miles of a vehicle trip, when the engine is cold. Even though these trips tend to be short, an average of just 6.5 miles for respondents, these trips must be accounted for in the air quality analyses.

Nearly one half of the respondents said they either leave from home (34%) or pick their carpool/vanpool partner up at home (9%). These respondents might represent an increase in travel distances if the people who are driving travel out of their way to make this extra stop. However, these trips do not represent additional cold starts and thus do not contribute significantly to additional auto emissions. As a result, these travel distances are not included in the air quality analysis for commuting alternatives.

COMMUTE CHANGES

Another objective of the survey was to identify respondents who were using alternative modes, including respondents who made commute changes during the F Y2002 evaluation period. The percentage of participants shifting to alternative modes or increasing their use of alternative modes during FY 2002 represents the *new* placement rate. The percentage of participants using alternative modes at the time of the survey but who said they started using these modes before FY 2002 represents the *retained* placement rate. The measurement team used the placement rates to determine the FY 2002 travel and air quality emissions reductions for the survey respondents.

Past Year Commute Changes

The survey asked respondents if they had made any of several possible commute changes in the past year. Table 12 summarizes the changes.

TABLE 12: COMMUTE CHANGES

(n=11,492)

Type of Commute Change	Number of Respondents	Percentage
Started driving alone	609	5.3%
Started carpooling or vanpooling	654	5.7%
Started walking or biking	114	1.0%
Started riding a bus or train	513	4.5%
Increased number of days carpool, vanpool, transit, bike, or walk	241	2.1%
Added a new rider to existing carpool or vanpool	76	<1%
Started teleworking/telecommuting	292	2.5%
Started working compressed work schedule	241	2.1%
Made another change	201	1.7%

* Respondents were allowed to give multiple responses.

Of the 11,492 respondents completing surveys, about 16.6% (1,906) said they made a commute change in the past year. About 5.3% said they started driving alone and 5.7% said they started carpooling or vanpooling. Another 4.5% indicated that they started riding a bus or train. Slightly less than 5% (4.6%) started working an alternative work schedule (teleworking or compressed work schedule). Smaller percentages increased the number of days per week that they use alternative modes (2.1%) or added a new rider to an existing carpool or vanpool (0.7%).

Just under 2% (1.7%) said they "made another type of change," other than those reported above. In most cases, these changes did not reflect a change to an alternative mode. A large number "moved jobs or homes," "changed work hours," "changed route to work," or made another personal change unrelated to the mode used or frequency of mode use. A few of these respondents said they "reduced the number of days I use an alternative mode."

The percentages in Table 12 will not add to the 16.6% of respondents who made commute changes because the survey permitted respondents to report more than one commute change, and many of respondents reported multiple changes. For example, respondents might indicate that they started carpooling and started teleworking, or any other combination of changes.

Placement Rates

Of the 1,906 respondents who said they made commute changes in the past year (new placements), 847 cited changes that could not be included in the calculation of placement rates, and thus, in the travel and air quality emissions reductions calculations. These included 558 respondents whose changes could not be verified, 274 respondents whose only change was to start driving alone, and 15 respondents who made "other" types of changes, such as job changes, changes in residential locations, or changes in travel routes.

When these respondents were removed from the total commute changers, 1,059 respondents remained as alternative mode placements (new placements). Table 13 presents the distribution of these respondents by the alternative modes in which they were placed. Table 13 also shows the distribution of respondents who were using alternative modes at the time of the survey, even if they said the change was not made during the past year (retained placements). As mentioned previously, the measurement team included both new and retained placements in the travel and emission

calculations. The table also shows the placement rates for the mode groups, calculated by dividing the number of placements in each mode group by the total number of survey respondents, 11,492.

TABLE 13: SUMMARY OF ALTERNATIVE MODE PLACEMENTS AND PLACEMENT RATES
(n=11,492)

Mode	Respondent Placements*	Placement Rate
New Placements		
- Carpool	435	3.8%
- Vanpool	88	0.8%
- Transit	305	2.7%
- Bike/walk	46	0.4%
- Telework	127	1.1%
- Compressed work schedule	58	0.5%
Total	1,059	9.2%
Retained Placements		
- Carpool	942	8.2%
- Vanpool	164	1.4%
- Transit	812	7.1%
- Bike/walk	116	1.0%
- Telework	563	4.9%
- Compressed work schedule	545	4.7%
Total	3,142	27.3%

*Respondent placements based on commute changes that could be verified through current and previous travel grid responses.

Unverifiable Commute Changes – The measurement team could not verify the commute changes 558 respondents for one of two reasons. First, for 320 respondents, the travel modes reported for "last week" did not include the alternative modes the respondents said they started using. For example, the respondent might indicate a change to transit, but report driving alone all days the previous week. Because flextime does not affect weekly vehicle trips, these respondents were removed from further calculations. Table 14 summarizes the numbers of respondents whose changes fell into this category.

TABLE 14: REPORTED CHANGES NOT USED "LAST WEEK"
(n=320)

Change Reported	Number of Respondents	Percentage
Started driving alone	15	4.7%
Started carpooling, increased carpooling, added rider to existing carpool	95	29.7%
Started vanpooling, increased vanpooling, added rider to existing vanpool	NA	NA
Started walking or biking, increased bike/walk	27	8.4%
Started riding a bus or train, increased bus/train	102	31.9%
Started teleworking, increased teleworking	15	4.7%
Started working compressed work week, increased use of compressed work week	39	12.2%
Increased alternative mode frequency	27	8.4%

There are three possible explanations why a respondent's travel mode for "last week" did not include the alternative mode the respondents said they started using. First, the change could have been temporary, with the respondent returning to the mode used before the change. A second possibility is that "last week" was not a typical travel week for these respondents.

A third explanation is possible for respondents who said they started teleworking one to three days per month or started using a 9/80 compressed work schedule. Since these modes are used on average only every other week, it is feasible to assume respondents who reported this change had made the change, even though the mode was not used last week. Respondents who made these commute changes were included in the placement rate and travel and air quality emissions reduction calculations. The measurement team applied a credit to these respondents' weekly vehicle trips to account for the impact of the change on alternate week travel. These respondents are not included in the table above.

Another problem hindering verification of reported changes arose for 238 respondents who did not report travel modes during last week or did not report travel modes in the "typical week before the change." For these respondents, it was impossible to tell if the change was as described, and thus, the measurement did not include these respondents in the placement rate and travel and air quality emission reduction calculations. Because the survey was self-administered, it was not possible to probe for more information on either of these two issues. Table 15 summarizes the numbers of respondents who fell into this category.

TABLE 15: RESPONDENTS WHO REPORTED CHANGE BUT DID NOT REPORT PREVIOUS OR CURRENT TRAVEL
(n=238)

Change Reported	Number of Respondents	Percentage
Started driving alone	61	25.6%
Started carpooling, increased carpooling, added rider to existing carpool	36	15.1%
Started vanpooling, increased vanpooling, added rider to existing vanpool	12	5.0%
Started walking or biking, increased bike/walk	4	1.7%
Started riding a bus or train, increased bus/train	45	18.9%
Started teleworking, increased teleworking	34	14.3%
Started working compressed work week, increased use of compressed work week	29	12.2%
Increased alternative mode frequency	17	7.1%

REASONS FOR MAKING TRAVEL CHANGES

The survey asked respondents who made a change (including change to "start driving alone") what influenced their decision to make the change. As shown in Table 16, changes in home or job locations (26%), saving money (25%), and concern about the environment (23%) are the top three influences, followed by saving time (20%), and traffic (20%).

TABLE 16: INFLUENCE OF COMMUTE CHANGE – REASONS FOR CHANGES
(n=2,496)

Type of Influence	Percentage
Moved my home or changed jobs	26%
Didn't want to drive	18%
Traffic was worse	20%
Wanted to save money	25%
New type of transportation available	7%
Received carpool/vanpool/transit subsidy	5%
Saw/heard radio, TV, or newspaper ad about commute options	1%
Concerned about the environment	23%
Didn't have access to a car/truck/ for regular use	10%
Wanted to save time	20%
Parking not easily available at worksite	7%
Received other commute service from employer	2%

* Will add to more than 100% due to multiple responses.

Table 17 shows the top factors respondents said influenced them to start using various alternative modes (responses named by 25% or more of the respondents). As shown, at least one-quarter of respondents in each of the mode groups mentioned a desire to "save money" as an important factor in their decision, but other factors differed by the mode respondents chose. It should be noted both the "type of change" and "factors influencing change" questions allowed multiple responses. Thus, there likely is overlap among the response categories for both questions.

Respondents who started using carpool or vanpool are primarily influenced by a desire to save money (37%) and concern about the environment (26%). Respondents who started using transit also want to save money (30%), but they also mentioned traffic being worse (31%), not wanting to drive (28%), and moving home or job locations (28%) as factors in their decisions.

By contrast, respondents who said they started teleworking are more likely to cite a desire to save time (45%) as a factor in the decision. These respondents also mentioned concern for the environment (45%), didn't want to drive (30%), traffic worse (30%), and save money (28%). Similarly, respondents who started using a compressed work schedule cited: desire to save time (32%), concern for the environment (32%), and save money (29%).

TABLE 17: PRIMARY FACTORS INFLUENCING RESPONDENTS TO START USING ALTERNATIVE MODES

Alternative Modes and Influencing Factors	Percentage
Started carpooling/vanpooling (n=654)	
Wanted to save money	37%
Concerned about the environment	26%
Started using transit (n=512)	
Traffic worse	31%
Wanted to save money	30%
Didn't want to drive	28%
Moved my home or changed jobs	28%
Starting teleworking (n=292)	
Wanted to save time	45%
Concerned about the environment	45%
Didn't want to drive	30%
Traffic worse	30%
Wanted to save money	26%
Started using compressed schedule (n=241)	
Wanted to save time	32%
Concerned about the environment	32%
Wanted to save money	29%

COMMUTE SERVICES AVAILABLE AND USED AT WORKSITES

Services Offered and Use of Services

The survey asked respondents if their employer offers series of commute assistance services and if they use any of the services. These responses are presented in Table 18. It is important to note these data represent only respondents' ***awareness*** of services. It is possible the actual percentage of employers offering these services is higher than reported in this question.

Discount transit passes/free transit passes (33%) and carpool/vanpooling information (36%) rank high among the services offered by employers, followed by transit information or schedules (25%), bicycle racks/other bike services (22%), Guaranteed Ride Home (20%), and preferential parking for carpools/vanpools (18%). Discount transit passes/free transit passes (10%) rank highest in the services used by employees, followed by transit information or schedules (7%) carpool/vanpooling information (7%).

TABLE 18: RESPONDENTS' AWARENESS OF WORKSITE SERVICES OFFERED AND USE OF SERVICES
(n=11,492)

Information, Service, Benefit	Services Offered	Use of Services
Carpool/vanpooling information	36%	7%
Ridematching service/matchlist	16%	2%
Transit information or schedules	25%	7%
Preferential parking for carpools/vanpools	18%	3%
Guaranteed Ride Home (emergencies or overtime)	20%	2%
Discount transit passes/free transit passes	33%	10%
Vanpool/carpool subsidy or cash incentive	9%	2%
Prizes or contest for employees who do not drive alone	7%	2%
Bicycle racks/other bike services	22%	1%
Shuttle bus to MARTA or other location	17%	5%

* Will add to more than 100% due to multiple responses.

Primary Commute Mode by Worksite Services Offered - Table 19 presents the respondents whose primary commute mode is drive alone as a function of commute services offered by the employer. As shown, the drive alone rate is lower when commute services are available at the worksite. For some services, the difference in drive alone rate is especially striking. For example, the drive alone rate is 60% among respondents with access to discounted or free transit passes compared with 81% for respondents who said their employer does not offer this incentive. Drive alone rates are 14% lower where vanpool/carpool subsidies or cash incentives are offered, and 13% lower where GRH is offered. Drive alone rates are not as dramatically different for other commute services, but in all cases, except "prizes/contests for employees who do not drive alone," the drive alone rate is lower when the service is offered than when it is not.

TABLE 19: PRIMARY COMMUTE MODE BY RESPONDENTS' AWARENESS OF WORKSITE SERVICES OFFERED

Information, Service, or Benefit	Service is Offered		Service is Not Offered[1]	
	Frequency	Drive Alone Percent	Frequency	Drive Alone Percent
Carpool/vanpooling information	3,824	72%	3,225	77%
Ridematching service/matchlist	1,815	71%	3,611	77%
Transit information or schedules	2,892	68%	3,371	76%
Preferential parking for carpools/vanpools	2,081	70%	4,359	77%
Guaranteed Ride Home	2,297	64%	3,833	77%
Discount transit passes/free transit passes	3,834	60%	3,125	81%
Vanpool/carpool subsidy or cash incentive	1,066	62%	4,476	76%
Prizes/contest for employees who do not drive alone	791	74%	5,139	74%
Bicycle racks/other bike services	2,484	67%	4,260	78%
Shuttle bus to MARTA or other [illegible]	1,969	66%	5,081	75%

Frequency = number of respondents
*Responses above do not include respondents who said they do not know if the service was offered.

Commute Changes by Worksite Services Offered -Table 20 shows the percentage of respondents who said they made a commute change as a function of services offered by the employer. Higher percentages of respondents made a commute change when services were offered than when they were not. The differences in change percentages are most striking for "vanpool/carpool subsidy or other cash incentive" (31% change with service vs. 21% change without the service), "discount/free transit pass" (29% change vs. 17% change), "GRH" (29% change vs. 19% change), and "ridematching service/matchlist" (28% change vs. 19% change).

TABLE 20: COMMUTE CHANGES BY RESPONDENTS' AWARENESS OF WORKSITE SERVICES OFFERED

Information, Service, or Benefit	Service is Offered		Service is Not Offered[1]	
	Frequency	Percent Who Changed	Frequency	Percent Who Changed
Carpool/vanpooling information	3,824	25%	3,225	19%
Ridematching service/matchlist	1,815	28%	3,611	19%
Transit information or schedules	2,892	27%	3,371	19%
Preferential parking for carpools/vanpools	2,081	27%	4,359	20%
Guaranteed Ride Home	2,297	29%	3,833	19%
Discount transit passes/free transit passes	3,834	29%	3,125	17%
Vanpool/carpool subsidy or cash incentive	1,066	31%	4,476	21%
Prizes/contest for employees who do not drive alone	791	25%	5,139	21%
Bicycle racks/other bike services	2,484	26%	4,260	19%
Shuttle bus to MARTA or other location	1,969	26%	5,081	21%

Frequency = number of respondents
*Responses above do not include respondents who said they do not know if the service was offered.

DIFFERENCES AMONG EMPLOYER CRITERIA GROUPINGS AND SUB-CATEGORIES

As noted in an earlier section, one purpose of the survey was to collect data to develop a model to predict worksite mode split for employers of different sizes, types, worksite locations, and levels of commute assistance programs (TDM programs). A brief exploration of the four criteria groupings and variations in commute mode split, commute changes, and worksite services offered are presented below. The commute mode split for the 18 employer sub-categories (e.g., $\geq$200 employer size, manufacturing, high urban, high TDM) the measurement team was able to analyze data for this year is also presented.

Analysis of survey data showed some differences between the employer criteria groupings and employer sub-categories. It is important to note the differences occurring in one criteria, employer size for example, could be related to another criterion, such as employer type or urban level/transit access. That is, the four employer criteria are not independent.

Furthermore, while the four criteria groupings are known to influence travel choice, it is not possible to control for all the factors that may influence a respondent's travel behavior. As detailed in Section 2, the more employers surveyed, the less variability in the data. The measurement team expected the data variability to be higher this year, the first year the employee travel survey was conducted. If similar surveys are conducted at additional worksites in 2003 and 2004, the number of employers in a sample cell will increase, lessening the variability among the employers in a specific sample cell and making the data more representative.

Commute Mode Split

Tables 21, 22, 23, and 24, present current mode split by employer size, employer type, urban level/transit access, and TDM program level, respectively.

Employer Size – As shown in Table 21, the drive alone rate for employers with 200+ employees (74.2%) is lower than employers with 200 employees or less (79.1%), while the carpool and transit mode shares are greater.

TABLE 21: CURRENT MODE SPLIT BY EMPLOYER SIZE

Number of Employees	Current Mode Split (Weekly Trips)					
	Drive Alone	Carpool/ Vanpool	Transit	Bike/ Walk	Telework	Compressed Work Week
≤200 employees (n=1,335)	79.2%	9.6%	7.6%	1.0%	1.8%	0.8%
200+ employees (n=9,925)	74.2%	11.7%	10.4%	1.4%	1.7%	0.8%

Employer Type – As shown in Table 22, there also are differences in the mode shares by employer type. Retail/service employers have the lowest drive alone rate (66.0%), substantially lower than the rates for either manufacturing (76.1%) or office (78.1%). These differences may be because the majority of retail/service employers surveyed are located in high urban/transit access areas.

TABLE 22: CURRENT MODE SPLIT BY EMPLOYER TYPE

Employer Type	Current Mode Split (Weekly Trips)					
	Drive Alone	Carpool/ Vanpool	Transit	Bike/ Walk	Telework	Compressed Work Week
Office (n=4,165)	78.1%	13.7%	5.2%	0.4%	1.6%	1.0%
Retail/service (n=2,298)	66.0%	10.4%	20.1%	2.5%	0.6%	0.5%
Manufacturing (n=4,797)	76.1%	10.0%	9.4%	1.5%	2.3%	0.7%

Differences also are evident among the employer types in the use of various alternative modes. Office employees were more likely to carpool/vanpool than are respondents who worked for other types of employers. Retail/service employees are much more likely to use transit (bus or train) than are other employer types. Office employers show the lowest use of transit.

Bicycle and walking mode shares also are different among the three employer types, with retail/service (2.5%) and manufacturing (1.5%) having the highest mode shares for these modes. Finally, telework mode shares are highest for manufacturing and office employers, 2.3% and 1.6% respectively. The high telework mode share for manufacturing employers may seem surprising, as manufacturing employers typically have fewer jobs that can be performed remotely. However, the manufacturing category, as defined in this survey, includes colleges and universities. Typically, college and university faculty have a greater opportunity to telework than other job types falling into this category, such as warehouses or distribution centers, industrial facilities, and hospitals.

Urban Level/Transit Access – As shown in Table 23, the greatest differences among drive alone rates is with the urban level/transit accessibility classification. The drive alone rate for employees working in low urban/low transit areas (84.4%) is much higher than employees working in high urbanization areas (67.9%). As expected, differences are striking in the transit mode share, with 14.6% transit use in high urban/high transit areas, compared to 3.7% in low urban/low transit areas.

TABLE 23: CURRENT MODE SPLIT BY LEVEL OF URBANIZATION/TRANSIT ACCESS

Level of Urbanization	Current Mode Split (Weekly Trips)					
	Drive Alone	Carpool/ Vanpool	Transit	Bike/ Walk	Telework	Compressed Work Week
Low urban (n=4,672)	84.4%	10.0%	3.7%	0.2%	0.8%	0.9%
High urban (n=6,588)	67.9%	12.5%	14.6%	2.1%	2.3%	0.7%

TDM Program Level – As shown in Table 24, the type of commute assistance services offered exhibits some differences in employees' use of alternative modes, although not to the extent of the urbanization/transit accessibility classification. The drive alone rate for employees located at worksites offering a high-level of commute assistance services (70.2%) is lower than employees at worksites offering a medium or low-level of commute assistance services. The employee drive alone rate for employers offering medium and low-level commute assistance programs is essentially the same. A primary difference between a high-level commute assistance program and lower level commute assistance programs is that the high level programs typically offer employees financial incentives to encourage alternative mode use.

TABLE 24: CURRENT MODE SPLIT BY LEVEL OF TDM PROGRAM

TDM Program Level	Current Mode Split (Weekly Trips)					
	Drive Alone	Carpool/ Vanpool	Transit	Bike/ Walk	Telework	Compressed Work Week
Low (n=2,849)	79.8%	7.4%	10.5%	1.2%	0.8%	0.4%
Medium (n=2,646)	79.2%	11.8%	7.5%	0.5%	0.5%	0.6%
High (n=6,213)	70.2%	13.3%	11.0%	1.7%	2.7%	1.1%

Commute Changes

Tables 25, 26, and 27 present commute changes by employer type, level of urbanization, and TDM program level, respectively.

Employer Type – As shown in Table 25, the percentage of respondents making commute changes and the type of commute changes made differ by the employer type. Respondents who worked for retail/service employers appear more likely to start using alternative modes in the past year than respondents who worked for office or manufacturing employers. They also are more likely to start driving alone. By contrast, office and manufacturing workers are more likely to have started teleworking (3.2% and 2.7% respectively) than are retail/service workers (1.0%). Again, the high percentage of respondents who started to telework at manufacturing worksites may be a result of the type of job types included within this category (e.g., college and universities). Office workers also were slightly more likely to have started using a compressed work schedule than were workers at other employer types.

TABLE 25: CHANGES MADE BY EMPLOYER TYPE

Type of Commute Change	Employer Type		
	Office (n=4,200) Percentage	Retail/Service (n=2,092) Percentage	Manufacturing (n=4,701) Percentage
Started driving alone	4.4%	7.9%	4.9%
Started carpooling or vanpooling	5.9%	7.5%	4.7%
Started walking or biking	0.6%	1.8%	1.0%
Started riding a bus or train	2.8%	8.9%	3.9%
Increased days carpooling, vanpooling, using transit, biking, or walking	2.0%	2.1%	2.2%
Added new rider to existing carpool or vanpool	0.8%	0.9%	0.4%
Started teleworking/telecommuting	3.2%	1.0%	2.7%
Started working compressed schedule	2.6%	1.5%	1.9%

Urban Level/Transit Access – Table 26 shows employees in high urbanization/high transit accessibility areas are more likely to switch to alternative modes. As expected, differences are most striking in the transit mode share, with 6.4% starting to ride a bus or train in high urban/high transit areas, compared to 1.8% in low urban areas. Employees in high urban/high transit areas are also more likely to increase the number of days they carpool, vanpool, use transit, bike, or walk.

TABLE 26: CHANGES MADE URBAN LEVEL/TRANSIT ACCESS

Type of Commute Change	Urban Level/ Transit Access	
	Low (n=4,782) Percentage	High (n=6,710) Percentage
Started driving alone	4.2%	6.1%
Started carpooling or vanpooling	5.5%	5.8%
Started walking or biking	0.5%	1.4%
Started riding a bus or train	1.8%	6.4%
Increased days carpooling, vanpooling, using transit, biking, or walking	0.9%	3.0%
Added new rider to existing carpool or vanpool	0.5%	0.8%
Started teleworking/telecommuting	1.7%	3.2%
Started working compressed work schedule	2.5%	1.8%

TDM Program Level – As shown in Table 27, employees at worksites where employers offer a high-level of commute assistance services made more commute changes to alternative modes in the past year than employees at worksites where employers offer a lower level of commute assistance services. The most notable change is between employers offering high (6.2%) and low (3.6%) level commute assistance services and respondents who started carpooling or vanpooling.

TABLE 27: COMMUTE CHANGES BY TDM PROGRAM LEVEL

Type of Commute Change	Level of TDM Program		
	Low (n=2,870) Percentage	Medium (n=2,684) Percentage	High (n=5,938) Percentage
Started driving alone	4.0%	6.0%	5.6%
Started carpooling or vanpooling	3.6%	6.8%	6.2%
Started walking or biking	0.6%	0.5%	1.4%
Started riding a bus or train	4.1%	3.8%	4.9%
Increased days CP/VP/Transit/Bike/Walk	1.4%	1.0%	2.9%
Added new rider to existing CP/VP	0.2%	0.7%	0.9%
Started teleworking/telecommuting	1.0%	1.4%	3.0%
Started working compressed schedule	1.0%	2.2%	2.6%

Respondents' Awareness of Worksite Services Offered

Tables 28, 29, 30, and 31, present worksite services offered by employer size, employer type, level of urbanization, and TDM program level, respectively. As noted earlier in this section, these tables show respondents' ***awareness*** of services, and might underreport the actual percentage of employers offering these services.

Employer Size – As shown in Table 28, differences exists in worksite services offered and employer size. Employers with 200 employees or less are more likely to be aware of ridesharing related services and GRH, while employees with more than 200 employees are more likely to be aware of transit related services.

TABLE 28: RESPONDENTS' AWARENESS OF WORKSITE SERVICES OFFERED BY TDM PROGRAM LEVEL

Information, Service, Benefit	Employer Size	
	≤200 Employees (n=1,363) Percentage	200+ Employees (n=10,129) Percentage
Carpool/vanpooling information	59%	50%
Ridematching service/matchlist	36%	23%
Transit information or schedules	25%	40%
Preferential parking for carpools/vanpools	38%	26%
Guaranteed Ride Home	43%	29%
Discount transit passes/free transit passes	41%	52%
Vanpool/carpool subsidy or cash incentive	13%	14%
Prizes/contest for employees who do not drive alone	15%	10%
Bicycle racks/other bike services	14%	35%
Shuttle bus to MARTA or other location	4%	29%

Employer Type – Table 29 presents a comparison of worksite services offered and employer type. As shown, office employers are more likely to offer ridesharing related information, while retail/service employers are more likely to offer discounted or free transit. It is important to note that about 71% of the retail/service survey respondents work in high urban areas, where transit service is more available.

TABLE 29: RESPONDENTS' AWARENESS OF WORKSITE SERVICES OFFERED BY EMPLOYER TYPE

Information, Service, Benefit	Employer Type		
	Office (n=4,306) Percentage	Retail/ Service (n=2,283) Percentage	Manufacturing (n=4,903) Percentage
Carpool/vanpooling information	68%	36%	43%
Ridematching service/matchlist	31%	20%	21%
Transit information or schedules	32%	38%	43%
Preferential parking for carpools/vanpools	34%	21%	25%
Guaranteed Ride Home	53%	21%	17%
Discount transit passes/free transit passes	51%	69%	44%
Vanpool/carpool subsidy or cash incentive	15%	17%	12%
Prizes/contest for employees who do not drive alone	14%	6%	10%
Bicycle racks/other bike services	21%	35%	41%
Shuttle bus to MARTA or other location	21%	6%	39%

Urban Level/Transit Access – Table 30 compares commute assistance services offered by employer partners and the level of urbanization/transit accessibility at employer partner worksite. Overall, employees in high urban/high transit areas are more likely to say employers offer commute assistance related services. As suspected, more respondents in the low urban/low transit areas say employers offer ridesharing related services, including carpool/vanpool information, ridematching services, preferential parking for carpools/vanpools, and GRH commute assistance services.

TABLE 30: RESPONDENTS' AWARENESS OF WORKSITE SERVICES OFFERED BY URBAN LEVEL/TRANSIT ACCESS

Information, Service, Benefit	Urban Level/Transit Access	
	Low (n=4,782) Percentage	High (n=6,710) Percentage
Carpool/vanpooling information	64%	44%
Ridematching service/matchlist	29%	22%
Transit information or schedules	29%	43%
Preferential parking for carpools/vanpools	38%	23%
Guaranteed Ride Home	37%	27%
Discount transit passes/free transit passes	24%	64%
Vanpool/carpool subsidy or cash incentive	10%	16%
Prizes/contest for employees who do not drive	10%	11%
Bicycle racks/other bike services	15%	41%
Shuttle bus to MARTA or other location	8%	35%

TDM Program Level – As expected, for nearly every commute assistance service, awareness is higher among respondents who work for employers with high level commute assistance programs than for employers with low or medium level commute assistance programs (Table 31). This statement is particularly true for preferential parking, transit information, bicycle racks, shuttles, and carpool/vanpool incentives.

Respondents who work for employers with low level commute assistance programs are as likely to be aware of discount/free transit passes as are respondents who work for employers with high level programs. More employers with low level commute assistance programs located in high urban/high transit areas participated in the survey, which may explain why these respondents are more knowledgeable about discount or free transit passes.

TABLE 31: RESPONDENTS' AWARENESS OF WORKSITE SERVICES OFFERED BY TDM PROGRAM LEVEL

Information, Service, Benefit	Level of TDM Program		
	Low (n=2,870) Percentage	Medium (n=2,684) Percentage	High (n=6,431) Percentage
Carpool/vanpooling information	19%	58%	55%
Ridematching service/matchlist	10%	26%	27%
Transit information or schedules	33%	24%	44%
Preferential parking for carpools/vanpools	5%	21%	35%
Guaranteed Ride Home	19%	39%	30%
Discount transit passes/free transit passes	54%	42%	53%
Vanpool/carpool subsidy or cash incentive	3%	8%	19%
Prizes/contest for employees who do not drive alone	2%	14%	12%
Bicycle racks/other bike services	18%	9%	44%
Started working compressed work schedule	21%	13%	32%

Commute Mode Split – 18 Defined Employer Sub-Categories

Current Commute Mode by Employer Sub-Categories – Table 32 presents the current commute mode by 18 employer sub-group categories, comprised of combinations of employer type, urban level/transit access, and TDM program level. The table groups employers first by their level of urbanization, then by their employer type and TDM program level.

As shown, employer worksites in high urban areas have a lower drive alone rate when compared to employers in low urban areas. For example, the drive alone rate for manufacturing employers with high TDM programs is 70.0% compared with a rate of 79.6% for similar employers in low urban/low transit areas. Rates are similarly differentiated for other employer type/TDM program categories.

The table also allows comparisons of mode split by commute assistance (TDM) program level, controlling for urban level/transit access and employer type. These rates are shown in the three-set groupings. The first set of three shows mode split for high urban/high transit, manufacturing employers by the three commute assistance program levels. These groupings focus on the relationship between mode shares and TDM program level, rather than mode shares and employer characteristics.

In each set of three, it is evident employers offering a higher level of commute assistance services have lower drive alone rates than employers offering lower levels of commute assistance services. The only exception to this pattern is found in the high urban/high transit, retail/service category, where employers with low TDM programs have the lowest drive alone rate. Three of the five employers in this category are hotels located either in Downtown or Midtown. The type of employer and high urban/high transit characteristics may be a factor to why the drive alone rates are so low for this particular category.

TABLE 32: CURRENT MODE SPLIT BY EMPLOYER SUB-CATEGORIES

Employer Group	Current Mode Split (Weekly Trips)					
	Drive Alone	Carpool/ Vanpool	Transit	Bike/ Walk	Telework	Compressed Work Week
High Urban/Transit Access						
Manufacturing/High TDM (3 employers / 2,658 employees)	70.0%	11.7%	11.6%	2.4%	3.8%	0.5%
Manufacturing/Medium TDM (0 employers / 0 employees)	N/A	N/A	N/A	N/A	N/A	N/A
Manufacturing/Low TDM (1 employer / 187 employees)	83.7%	8.0%	7.2%	0.6%	0.1%	0.3%
Office/High TDM (7 employers / 928 employees)	55.2%	27.6%	11.8%	0.7%	3.1%	1.5%
Office/Medium TDM (6 employers / 469 employees)	70.0%	12.4%	15.0%	0.8%	0.6%	1.1%
Office/Low TDM (6 employers / 259 employees)	73.9%	5.6%	10.9%	2.3%	6.2%	1.2%
Retail/High TDM (2 employers / 683 employees)	63.8%	10.3%	20.5%	3.7%	1.2%	0.5%
Retail/Medium TDM (3 employers / 451 employees)	82.7%	7.6%	7.3%	1.3%	0.2%	0.9%
Retail/Low TDM (5 employers / 490 employees)	44.5%	6.4%	43.6%	4.6%	0.4%	0.4%
Low Urban/Transit Access						
Manufacturing/High TDM (3 employers / 867 employees)	79.6%	7.5%	10.1%	0.3%	0.6%	2.0%
Manufacturing/Medium TDM (5 employers / 419 employees)	88.2%	10.6%	0.4%	0.2%	0.5%	0.0%
Manufacturing/Low TDM (3 employers / 772 employees)	89.2%	5.1%	3.2%	1.3%	0.6%	0.6%
Office/High TDM (7 employers / 802 employees)	83.4%	11.6%	0.6%	0.5%	2.0%	2.0%
Office/Medium TDM (6 employers / 847 employees)	87.2%	10.7%	1.0%	0.0%	0.9%	0.2%
Office/Low TDM (5 employers / 1,001 employees)	91.5%	7.3%	0.0%	0.0%	0.9%	0.2%
Retail/High TDM (0 employers / 0 employees)	N/A	N/A	N/A	N/A	N/A	N/A
Retail/Medium TDM (3 employers / 343 employees)	60.8%	20.1%	18.5%	0.6%	0.0%	0.0%
Retail/Low TDM (5 employers / 316 employees)	88.1%	9.8%	1.0%	0.0%	0.6%	1.0%

SECTION 4 TRAVEL AND EMISSION REDUCTIONS

A primary goal of the employee travel survey was to estimate the FY 2002 travel and air quality emissions reductions for employees who work for a group of employers partnering with organizations supporting the Atlanta TDM Framework. The four key travel and air quality emission measures include:

- Placement rates and placements – Proportion and number of commuters who switch to alternative modes
- Vehicle trip (VT) reduction – Number of vehicles removed from the road daily by commuters who have made a shift to a alternative mode or increased their use of an alternative mode
- Vehicle Miles of Travel (VMT) Reduction – Number of miles of travel removed from the road daily by commuters who made a shift to a alternative mode or increased use of an alternative mode
- Emission Reduction – Daily reductions in emissions of ozone precursors NO_x and VOC, expressed in terms of tons per day reduced

PROGRAM IMPACT MEASURES

The FY 2002 travel and air quality emissions reductions achieved by commuters participating in the employee travel survey are summarized below and shown in Table 33.

TABLE 33: FY2002 EMPLOYER PARTNER PROGRAM IMPACT MEASURES

Mode	Placement Rates	Placements	Vehicle Trips (per day)	VMT (miles/day)	NO_x (tons/day)	VOC (tons/day)
New Placements						
- Carpool	3.8%	435	306	6,821	0.0082	0.0095
- Vanpool	0.8%	88	113	3,252	0.0035	0.0040
- Transit	2.7%	305	418	5,833	0.0063	0.0073
- Bike/walk	0.4%	46	42	586	0.0007	0.0009
- Telework	1.1%	127	72	1,706	0.0022	0.0025
- CWW	0.5%	58	22	525	0.0007	0.0008
New Placement Total	9.2%	1,059	974	18,724	0.0216	0.0250
Retained Placements						
- Carpool	8.2%	942	404	8,154	0.0099	0.0115
- Vanpool	1.4%	164	152	4,473	0.0048	0.0056
- Transit	7.1%	812	1,151	14,246	0.0156	0.0181
- Bike/walk	1.0%	116	128	1,583	0.0020	0.0023
- Telework	4.9%	563	98	2,076	0.0026	0.0030
- CWW	4.7%	545	56	1,220	0.0015	0.0018
Retained Placement Total	27.4%	3,143	1,989	31,753	0.0365	0.0423
Combined Total	36.6%	4,202	2,964	50,477	0.0581	0.0673

Commuter Placement Rates and Placements

The percentage of survey respondents making a commute change to an alternative mode is defined as a "placement rate," that is, the number of respondents "placed" in an alternative mode. The percentage of participants shifting to alternative modes or increasing their use in alternative modes during the FY2002 evaluation period represent the *new* placement rate. The percentage of participants using alternative modes at the time of the survey but who said they started using these modes before the FY2002 evaluation period represents the *retained* placement rate.

The measurement team calculated placements rates by summing the number of respondents who made the appropriate, verifiable commute change and dividing this total by the total number of employees who responded to the survey, 11,492. If a respondent made multiple changes during the past year, for example, starting to telework and starting to carpool, only one of the changes was designated as the primary change. Designating a primary change eliminates double counting impacts from respondents who otherwise would be counted in two mode groups.

Table A shows placement rates by mode. Of the 11,492 commuters participating in the employee travel survey, 1,059 were classified as new placements and 3,143 commuters were classified as retained placements. A total of 558 additional commuters made changes to alternative modes, but these changes could not be verified for one of two reasons: 1) the travel modes reported for "last week" did not include the alternative modes the respondents said they started using or 2) the respondent did not report travel modes in a "typical week before the change." A total of 320 survey respondents fell into the first category and 238 respondents fell into the second category.

Vehicle Trips and VMT Reduced

Vehicle trip reduction measures the number of vehicle trips no longer made as a result of commuters shifting to alternative modes. Vehicle trip reduction can occur from three types of commute changes:

- Shifts from drive alone to an alternative mode
- Shifts from one alternative mode to a HIGHER occupancy mode (e.g., from carpool to transit or from 2-person carpool to 3-person carpool)
- Increases in the number of using alternative modes

The calculation of trip reduction must also account, however, for shifts that do not reduce, and indeed may increase the number of vehicle trips, such as shifts from one alternative mode to a LOWER occupancy alternative mode.

To simplify the calculation of the impacts of these various shifts, vehicle trip reduction (VTR) "factors" are derived, combining the impacts of the shifts noted above into one number for each placement category, such as new carpool placements. These factors represent the average number of vehicle trips reduced per day by a commuter placement in the category. A detailed examination of the types of changes reported by survey respondents yielded VTR factors for each new and retained placement rate category. The VTR factors include:

New Placements

- Carpool VTR factor: 0.71 daily one-way VT reduced per placement
- Vanpool VTR factor: 1.29 daily one-way VT reduced per placement
- Transit VTR factor: 1.37 daily one-way VT reduced per placement
- Bike/walk VTR factor 0.91 daily one-way VT reduced per placement
- Telework VTR factor 0.57 daily one-way VT reduced per placement
- Compressed Work Week VTR factor 0.38 daily one-way VT reduced per placement

Retained Placements

- Carpool VTR factor: 0.43 daily one-way VT reduced per placement
- Vanpool VTR factor: 0.93 daily one-way VT reduced per placement
- Transit VTR factor: 1.42 daily one-way VT reduced per placement
- Bike/walk VTR factor 1.10 daily one-way VT reduced per placement
- Telework VTR factor 0.17 daily one-way VT reduced per placement
- Compressed Work Week VTR factor 0.10 daily one-way VT reduced per placement

These factors, when multiplied by the number of placements in their respective categories, equal a total daily vehicle trips reduced of 2,964 trips. Multiplying the number of vehicle trips reduced by the average trip distance for the respondents results in a total daily vehicle miles traveled (VMT) reduction of 50,477 miles.

Emissions Reduced

The calculation of emissions benefits, defined as tons of pollutants reduced, is performed with a simplified method using regional emission factors provided by the Georgia Department of Natural Resources, Environmental Protection Division. Two factors are used, one for each of the two pollutants of special interest: oxides of Nitrogen ($NO_{x)}$) and Volatile Organic Compounds (VOC).

For 2002, the emission factors are:

- NO_x = 1.332 grams per vehicle mile reduced
- VOC = 1.15 grams per vehicle mile reduced

These factors are multiplied by the vehicle miles reduced and adjusted to account for the length of drive alone trips to rideshare and transit meeting points. The emission reduction calculation is shown in Appendix C. The emissions reduced equal:

- NO_x 0.0581 tons per day reduced
- VOC 0.0673 tons per day reduced

} 0.1254 tons pollutants per day reduced

The emission reductions represent only a small portion of the total reductions that result from employers partnering with organizations supporting the Atlanta TDM Framework. Only 30% of the employee population at 62 of the 500 plus employer partners is represented. In addition, the emission reductions represent only the commute changes made during the FY 2002 evaluation period; many of the survey respondents made commute changes before the FY 2002 evaluation period. These facts support the idea that employer based commute assistance programs are having a tremendous impact on minimizing congestion and improving air quality in the metropolitan Atlanta region.

SECTION 5 CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS

Employee travel survey respondents have a substantially lower drive alone rate (74.8%) and a higher carpool, vanpool, and transit mode share when compared to metropolitan Atlanta's commuters as a whole (82.3%). These findings suggest commuters working for employers with commute assistance programs are more likely to use alternative transportation and that commute assistance programs help place single occupancy commuters in alternative forms of transportation.

Survey findings reveal that discount transit passes/free transit passes, transit information or schedules, and carpool/vanpooling information are the services most offered by employers and the services most likely used by survey respondents. It is important to note these data represent only respondents' awareness of services. It is possible the actual percentage of employers offering these services is higher than reported by survey respondents.

Overall, employee drive alone rates decrease with each commute assistance service offered at an employer's worksite. The drive alone rates are lowest where employers offer incentives like discounted or free transit passes, vanpool/carpool subsidies, and or guaranteed ride homes in case of an emergency.

Of the four sampling criteria, level of urbanization/transit access and level of commute assistance services provided by a partner employer have the greatest effect on drive alone rates and commute changes among survey respondents. The drive alone rate for employees working in low urban/low transit areas (84.4%) is much higher than employees working in high urban/high transit areas (67.9%). Employees in high urban/high transit areas also are more likely to make commute changes to alternative modes.

As expected, the drive alone rate for employees working for employers offering a higher level of commute assistance services and support (70.9%) is lower than employees working for employers who offer lower levels of commute assistance services and support (79.8%). A high-level commute assistance program is one where employees have easy access to financial incentives to encourage their use of alternative modes, as well as greater access to commute information and services. Employees whose employers offer a higher level of commute assistance services are also more likely to make commute changes.

RECOMMENDATIONS

The primary purpose of this survey is to learn more about the commuting patterns of commuters with access to employer level commute assistance programs and to determine commute changes made in the past year. The survey findings clearly show commuters working for employers with commute assistance programs are making a difference in reducing emissions and minimizing congestion in the metropolitan Atlanta region. The survey findings also suggest several possible actions the Atlanta TDM Framework can take to improve the effectiveness of these employer programs, including:

- Increase employee awareness of the commute assistance services available at employer partner worksites. The survey findings show a positive correlation between the availability of commute assistance services and lower drive alone rates. However, there does appear to be a disparity between the services actually offered by employers and the employees' awareness of the services. The Atlanta TDM Framework should use the survey findings to communicate to employers a need to offer employees more information about the commute assistance services available to them and to demonstrate how this might impact overall travel and air quality emission reductions.

- Continue to increase the number of employers offering a higher level of commute assistance services**.** Survey findings reveal the employee drive alone rate for employers offering high level commute assistance programs to their employees is much lower than for employers offering lower level commute assistance programs. . One of the major components of a high-level commute assistance program is the availability of financial incentives to encourage commuters to use alternative modes. The availability of these incentives is a critical component in reducing the overall drive alone rates in the metropolitan Atlanta region.

- Place greater emphasis on enhancing programs in the denser employment centers where more infrastructure is available to support and compliment alternative mode use. The survey findings show the drive alone rate for employees working in low urban/low transit areas is much higher than the drive alone rate for employees working in high urban/high transit areas. While program enhancement is important in both low and high urbanization areas, travel and air quality emissions reductions may be achieved more efficiently when partners of the Atlanta TDM Framework focus in areas that have greater concentrations of commuters and more infrastructure to support alternative mode use.

APPENDIX A – EMPLOYER PARTNER SELECTION CRITERIA

Employer Partner Criteria (Information needed for each employer partner):
Revised 6-20-02

1. Employer size
   a. Large (200+)
   b. Small (Under 200)

2. Level of transit access/urbanization – This variable combines elements of two site characteristics: commercial/retail service availability and transit available at the worksite
   a. High
   b. Low
   Use the following matrix to define this variable

Transit Access	**Number of retail service establishments within 3 blocks of worksite***		
	0-3 services	**4-10 services**	**11+ services**
MARTA more than 1 mile away, 5 or fewer bus lines	Low	Low	Low
MARTA more than 1 mile away, 6 or more bus lines	Low	Low	High
MARTA w/in 1 mile but more than 2 blocks away, plus 6 or more bus lines	Low	High	High
MARTA w/in 2 blocks	High	High	High

   * Retail services could include: restaurants, dry cleaners, banks, convenience stores, grocers, post offices, health clubs, other retail shops

3. Type of jobs that predominate at the employer – A breakdown into these types is ideal, otherwise characterize the each employer into one of these categories
   a. Office (would include, for example: insurance, government, consulting firms, law firms, engineering/architecture firms, medical offices except hospitals)
   b. Manufacturing (would include, for example: production facilities, warehouses/distribution centers, printing/publishing facilities, industrial facilities, distribution centers, hospitals, transportation firms)
   c. Retail/service (would include, for example: hotels, restaurants, banks, malls, other retail services, telephone sales/call centers, customer service centers)

4. Level of TDM Program in place (program definitions below)
   a. High (Level 3)
   b. Medium (Level 2)
   c. Low (Level 1)

Commute Program Definitions
Level 1 (Information), Level 2 (Support), and Level 3 (Enhanced)

Level 1 – Information Program Description

Employer includes at least the following program elements:

- Provides opportunities for employees to learn about commute options (carpool, transit, vanpool, bike/walk, as applicable to the worksite) – Some combination of the following: employer distributes information on commute options in memos, e-mails, or newsletters two or more times per year, posts commute information/posters in common areas (e.g., bulletin boards, lunchroom, lobby), hosts lunch & learn workshops, etc.
- Holds commute alternatives recruitment process – e.g., transportation/commute fairs, rideshare info in new-hire packets, hosts one or more transportation fairs/recruitment days each year, hosts meet-your-match events, etc.
- Actively promotes use of regional rideshare matching and assists employees to obtain access (e.g., has ridematch applications available/distributes RM applications, makes employees aware of ridematch service number/website)

Level 2 – Support Program Description

Includes the following "core" program elements:

- Provides opportunities for employees to learn about commute options (carpool, transit, vanpool, bike/walk, as applicable to the worksite) – Some combination of the following: employer distributes information on commute options in memos, e-mails, or newsletters two or more times per year, posts commute information/posters in common areas (e.g., bulletin boards, lunchroom, lobby), hosts lunch & learn workshops, etc.
- Holds commute alternatives recruitment process – e.g., transportation/commute fairs, rideshare info in new-hire packets, hosts one or more transportation fairs/recruitment days each year, hosts meet-your-match events, etc.
- Actively promotes use of regional rideshare matching and assists employees to obtain access (e.g., has ridematch applications available/distributes RM applications, makes employees aware of ridematch service number/website)
- GRH for ridesharers, through ARC, third-party (e.g., TMA) or employer/internal

AND at least two of the following program elements:

- Preferential parking at the worksite for ridesharers
- Policies designed to encourage ridesharing, such as flex-time
- Prizes or contests for ridesharers
- Commuter "club"
- Assistance with van acquisition – e.g., information on how and where to obtain vans
- Transit passes sold on-site
- Distribute information on safe bicycle/walking routes and bike/walk safety
- Secured bike storage – e.g., racks or lockers
- Showers and personal lockers for bicyclists and walkers

- Employer allows some employees to telework on an informal basis
- Employer allows some employees to work a compressed work schedule on an informal basis

Level 3 (Enhanced) Program Level Description (by Modes)

Level 3 (Enhanced) Carpool Program

Meets definition for Level 2 "core" program (elements from above) and one or more of the following elements:

- Carpool financial incentives – e.g., regular or extended (e.g., several months) cash subsidy or commute cost reimbursement
- "Try it" incentive for free trial carpool use – e.g., one week payment
- Parking charge with free or discounted parking for carpoolers
- Parking cash out system
- Fleet cars for carpooling
- Fleet cars or shuttle for mid-day use by carpoolers

Level 3 (Enhanced) Vanpool Program

Meets definition for Level 2 "core" program (elements from above) and one or more of the following elements:

- Vanpool financial incentives – e.g., regular or extended (e.g., several months) cash subsidy or vanpool fare discount
- "Try it" incentive for free vanpool transit use – e.g., one week payment
- Financial assistance with van maintenance and insurance
- Vanpool administration (company-sponsored vanpool)
- Parking charge with free or discounted parking for vanpoolers
- Parking cash out system
- Fleet cars or shuttle for mid-day use by vanpoolers

Level 3 (Enhanced) Transit Program

Meets definition for Level 2 "core" program (elements from above) and one or more of the following elements:

- Transit financial incentives – e.g., regular transit fare discount or cash subsidy
- "Try it" incentive for free trial transit use – e.g., one week fare
- Employer-sponsored express bus to worksite
- Employer-sponsored shuttle service to worksite from transit stop/station
- Employer-sponsored mid-day shuttle
- Fleet cars for mid-day use by transit riders
- Parking cash out system

Level 3 (Enhanced) Bike/Walk Program

Meets definition for Level 2 "core" program (elements from above) and one or more of the following elements:

- Bike/walk financial incentives – e.g., regular cash subsidy for bikers/walkers
- Reimbursement for cost of bike used for commuting
- Employer subsidies for equipment purchases
- Fleet cars for mid-day use by bikers/walkers

Level 3 (Enhanced) Telework Program

Includes some or all of the following elements:

- Employer establishes a formal telework program (all or some employees)
- Employer assists employee to establish work space at home – e.g., obtain equipment, establish electronic connection to main worksite
- Employer rents space in a telecenter

Level 3 (Enhanced) CWS Program

Includes the following elements:

- Employer establishes a formal compressed work schedule program (all or some employees)

APPENDIX B – FINAL SURVEY

LOGO GOES HERE

Employee Travel Survey

Thank you for taking time to complete this survey! Please fill in the information below and return to Survey Coordinator.

Please provide your first/last name and the business unit or department in which you work.

Name (First and Last): _____ FORM ID# NA

Business Unit or Department: _____

1. Last week, how did you travel from home to work each day? Check only one type of transportation for each day. If you used more than one type on a particular day, check the type you used for the longest distance portion of your trip. Check "Teleworked" if you worked all day during your regularly assigned work hours at home or another location that is closer to your home than is your usual work location (other than an off-site meeting).

Type of Transportation	M	T	W	Th	F	Sa	Su
Drove alone (including motorcycle/moped)	❑	❑	❑	❑	❑	❑	❑
Carpool (including with family/household member 16 or older)	❑	❑	❑	❑	❑	❑	❑
Vanpool (with co-workers or others who work nearby)	❑	❑	❑	❑	❑	❑	❑
Rode a bus	❑	❑	❑	❑	❑	❑	❑
Rode a train/subway	❑	❑	❑	❑	❑	❑	❑
Bicycled/walked	❑	❑	❑	❑	❑	❑	❑
Teleworked (all day at home or other location closer to home)	❑	❑	❑	❑	❑	❑	❑
Had a compressed workweek day off	❑	❑	❑	❑	❑	❑	❑
Did not work (sick, vacation, holiday, regular day off)	❑	❑	❑	❑	❑	❑	❑
Other (specify) _____	❑	❑	❑	❑	❑	❑	❑

2. Do you work any of the following non-standard or flexible work hours or days schedules, for example, working a full-time work week in fewer than five days or working flexible start times?

❑ No
❑ Work 3/36 (3 12-hours days per week, 36 hours)
❑ Work 4/40 (4 10-hour days per week, 40 hours)
❑ Work 9/80 (9 days every two weeks, 80 hours)
❑ Work flex-time or flexible start/stop times
❑ Other (specify) _____

3. How often do you telework or telecommute? For purpose of this survey, "telecommute/telework" is defined as working all day during your regularly assigned work hours at home or at another location that is closer to your home than is your usual work location, other than for an off-site meeting.

❑ 3 or more days per week
❑ 2 days per week
❑ 1 day per week
❑ 1-3 days per month
❑ Less than 1 day per month
❑ Never
❑ Other (specify) _____

4. How many miles do you commute from home to your usual work location, one-way, and how long does it take you to make this trip?

_____ miles _____ minutes

5. If you carpool or vanpool to work, how many people, including yourself and any family/household members aged 16 or older, usually ride in the vehicle? (Report for carpool or vanpool or both, as appropriate)

❑ Don't carpool or vanpool Carpool: _____ number of people Vanpool: _____ number of people

6. If you ride a bus or train to work, do you pay your fare with a weekly or monthly transit pass?

❑ Yes ❑ No (SKIP to question 8) ❑ Don't ride a bus or train (SKIP to question 8)

7. Does your employer subsidize or discount the cost of your pass?

❑ Yes, pass is discounted or free ❑ No, I buy the pass at the full pass price

***** Answer questions 8 – 9 if you carpool, vanpool, ride a bus or train to work. Otherwise, SKIP to question 10 *****

8. How do you get to the location where you meet your carpool, vanpool, bus, or train? (If you use more than one of these types of transportation, respond for the type you use most often.)

❑ Drive alone
❑ Ride a bus
❑ Walk
❑ Bicycle
❑ Leave from home
❑ Picked up at home
❑ Dropped off at location
❑ Other (specify) _____

9. How far do you travel to this location? If you travel more than one mile, please indicate the number of miles.

❑ 1/4 mile or less ❑ 1/2 mile ❑ 3/4 mile ❑ 1 mile ❑ More than 1 mile (specify) _____ miles
❑ Not applicable (leave from home/picked up at home)

10. In the past year, have you made any of the following types of changes in the way you travel to work? (Check all that apply)

- ❑ Started driving alone
- ❑ Started carpooling/vanpooling
- ❑ Started walking or biking
- ❑ Started riding a bus or train
- ❑ Increased number of days I carpool, vanpool, ride a bus or train, bike, or walk
- ❑ Added a new rider to existing carpool/vanpool
- ❑ Started teleworking/telecommuting
- ❑ Started working compressed work schedule
- ❑ Other (specify) _____
- ❑ **Did not make any changes (SKIP to question 13a/13b)**

11. What influenced your decision to make this change? (Check all that apply)

- ❑ Moved my home or changed jobs
- ❑ Didn't want to drive
- ❑ Traffic was worse
- ❑ Wanted to save money
- ❑ New type of transportation available
- ❑ Received carpool/vanpool/transit subsidy
- ❑ Saw/heard a radio, TV, or newspaper ad about commute options
- ❑ Concerned about the environment
- ❑ Didn't have access to a car/truck for regular use
- ❑ Wanted to save time
- ❑ Parking not easily available at worksite
- ❑ Received other commute service from employer
- ❑ Received commute service from another organization (specify organization _____)
- ❑ Other (specify) _____

12. Before you made this change, how did you usually travel to work? Check one box for each day.

❑ **Check this box if no change in the way you travel to work in the past year.**

Type of Transportation	M	T	W	Th	F	Sa	Su
Drove alone (including motorcycle/moped)	❑	❑	❑	❑	❑	❑	❑
Carpool (including with family/household member 16 or older)	❑	❑	❑	❑	❑	❑	❑
Vanpool (with co-workers or others who work nearby)	❑	❑	❑	❑	❑	❑	❑
Rode a bus	❑	❑	❑	❑	❑	❑	❑
Rode a train/subway	❑	❑	❑	❑	❑	❑	❑
Bicycled/walked	❑	❑	❑	❑	❑	❑	❑
Teleworked (all day at home or other location closer to home)	❑	❑	❑	❑	❑	❑	❑
Had a compressed workweek day off	❑	❑	❑	❑	❑	❑	❑
Did not work (sick, vacation, regular day off, etc.)	❑	❑	❑	❑	❑	❑	❑
Other (specify) _____	❑	❑	❑	❑	❑	❑	❑

13a. Does your employer offer the following services to assist you in you commute? Please check "Yes," "No," or "Don't Know" for each service in the columns on the left.

13b. For any service you check "Yes" in 13a, also check "Yes" or "No" if you have used the service in 13b.

Does your employer offer these services?				Have you used these services?	
Yes	No	Don't Know	Type of Service	Yes	No
❑	❑	❑	Carpooling/vanpooling information	❑	❑
❑	❑	❑	Ridematching service / matchlist	❑	❑
❑	❑	❑	Transit information or schedules	❑	❑
❑	❑	❑	Preferential parking for carpools/vanpools	❑	❑
❑	❑	❑	Guaranteed Ride Home (emergencies or overtime)	❑	❑
❑	❑	❑	Discounted transit passes/free transit passes	❑	❑
❑	❑	❑	Vanpool/carpool subsidy or cash incentive	❑	❑
❑	❑	❑	Prizes or contests for employees who do not drive alone	❑	❑
❑	❑	❑	Bicycle racks/other bike services	❑	❑
❑	❑	❑	Shuttle bus to MARTA or other location	❑	❑
❑	❑	❑	Other (specify)	❑	❑

14. On days that you drive to work, do you pay to park? If yes, please indicate how much you pay per month.

- ❑ No charge, parking is free
- ❑ Never drive to work
- ❑ $1 – $24 per month
- ❑ $25 – $49 per month
- ❑ $50 - $74 per month
- ❑ $75 – $99 per month
- ❑ $100 or more per month

15. What is your home zip code? _____

Thank you for completing this questionnaire. Please return this survey to your Survey Coordinator.

APPENDIX C – TRAVEL AND EMISSION REDUCTION CALCULATIONS

	CP	VP	TR	Bike/Walk	TW	CWW	Total
Placement Rates							
New	3.8%	0.8%	2.7%	0.4%	1.1%	0.5%	9.2%
Retained	8.2%	1.4%	7.1%	1.0%	4.9%	4.7%	27.4%
Total	12.0%	2.2%	9.7%	1.4%	6.0%	5.2%	36.6%
Placements							
New	435	88	305	46	127	58	1,059
Retained	942	164	812	116	563	545	3,143
Total	1,377	252	1,117	162	690	603	4,202
VT Reduced							
New	(306)	(113)	(418)	(42)	(72)	(22)	(974)
Retained	(404)	(152)	(1,151)	(128)	(98)	(56)	(1,989)
Total	(711)	(265)	(1,569)	(170)	(170)	(78)	(2,964)
VMT Reduced							
New	(6,821)	(3,252)	(5,833)	(586)	(1,706)	(525)	(18,724)
Retained	(8,154)	(4,473)	(14,246)	(1,583)	(2,076)	(1,220)	(31,753)
Total	(14,976)	(7,725)	(20,079)	(2,169)	(3,782)	(1,745)	(50,477)
Emissions Reduced							
New (total)							
NOx	(0.0082)	(0.0035)	(0.0063)	(0.0007)	(0.0022)	(0.0007)	(0.0216)
VOC	(0.0095)	(0.0040)	(0.0073)	(0.0009)	(0.0025)	(0.0008)	(0.0250)
Retained (total)							
NOx	(0.0099)	(0.0048)	(0.0156)	(0.0020)	(0.0026)	(0.0015)	(0.0365)
VOC	(0.0115)	(0.0056)	(0.0181)	(0.0023)	(0.0030)	(0.0018)	(0.0423)
Emisison Totals							
NOx	(0.0181)	(0.0083)	(0.0219)	(0.0027)	(0.0048)	(0.0022)	(0.0581)
VOC	(0.0210)	(0.0096)	(0.0254)	(0.0032)	(0.0056)	(0.0026)	(0.0673)
Total	(0.0391)	(0.0179)	(0.0474)	(0.0059)	(0.0103)	(0.0048)	(0.1254)

Employer Partner Employee Travel Survey - Carpool Calculation

Survey Respondents	11492	
Carpool Placement Rate		
New Placement Rate	3.8%	
Retained Placement Rate	8.2%	
Estimate number of new placements	435	= Survey Respondents x New Placement Rate
Estimate number of retained placements	942	= Survey Respondents x Retained Placement Rate

Vehicle Trip Calculation (comparison of current and prior modes)

New VTR Factor	(0.70)	= daily trips reduced / total new placements
Retained VTR Factor	(0.43)	= daily trips reduced / total retained placements

Employer Partner Employee Travel Survey - Carpool Calculation Cont.

Carpool VT Reduced (daily)	
(placements x VTR factor)	
(new)	(306)
(retained)	(404)
One-way Trip distance (mile) - New	22
One-way Trip distance (mile) - Retained	20
Carpool VMT Reduced (daily)	
(new)	(6821)
(retained)	(8154)
Adjust VT/VMT for SOV Access	
Percent SOV Access - New	19%
Adjusted VT reduced - New	(249)
Access distance (miles) - New	6.00
Adjusted VMT reduced - New	(6479)
Percent SOV Access - Retained	13%
Adjusted VT reduced - Retained	(353)
Access distance (miles) - Retained	6.83
Adjusted VMT reduced - Retained	(7806)

Employer Partner Employee Travel Survey - Carpool Calculation Cont.

Emissions Reduced	
Daily	
NOx Reduced (gm) - New Users	(7451)
VOC Reduced (gm) - New Users	(8630)
NOx Reduced (gm) - Retained Users	(8977)
VOC Reduced (gm) - Retained Users	(10397)
Yearly	
NOx Reduced - New Users	(1862700)
VOC Reduced - New Users	(2157492)
NOx Reduced - Retained Users	(2244141)
VOC Reduced - Retained Users	(2599301)
KG (Daily)	
NOx Reduced - New Users	(7.45)
VOC Reduced - New Users	(8.63)
NOx Reduced - Retained Users	(8.98)
VOC Reduced - Retained Users	(10.40)
Tons (Daily)	
NOx Reduced - New Users	(0.0082)
VOC Reduced - New Users	(0.0095)
NOx Reduced - Retained Users	(0.0099)
VOC Reduced - Retained Users	(0.0115)
Total Emissions Reduced (Tons/Day)	
NOx Reduced - (New + Retained Users)	(0.0181)
VOC Reduced - (New + Retained Users)	(0.0210)

Employer Partner Employee Travel Survey - Vanpool Calculation

Survey Respondents	11,492	
Vanpool Placement Rate		
New Placement Rate	0.8%	
Retained Placement Rate	1.4%	
Estimate number of new placements	88	= Survey Respondents x New Placement Rate
Estimate number of retained placements	164	= Survey Respondents x Retained Placement Rate

Vehicle Trip Calculation (comparison of current and prior modes)

New VTR Factor	(1.29)	= daily trips reduced / total new placements
Retained VTR Factor	(0.93)	= daily trips reduced / total retained placements

Employer Partner Employee Travel Survey - Vanpool Calculation Cont.

Vanpool VT Reduced (daily)	
(placements x VTR factor)	
(new)	(113)
(retained)	(152)
One-way Trip distance (mile) - New	29
One-way Trip distance (mile) - Retained	29
Vanpool VMT Reduced (daily)	
(new)	(3,252)
(retained)	(4,473)
Adjust VT/VMT for SOV Access	
Percent SOV Access - New	59.1%
Adjusted VT reduced - New	(46)
Access distance (miles) - New	7.4
Adjusted VMT reduced - New	(2,757)
Percent SOV Access - Retained	62%
Adjusted VT reduced - Retained	(58)
Access distance (miles) - Retained	7.2
Adjusted VMT reduced - Retained	(3,788)

Employer Partner Employee Travel Survey - Vanpool Calculation Cont.

Emissions Reduced	
Daily	
NOx Reduced (gm) - New Users	(3,170)
VOC Reduced (gm) - New Users	(3,672)
NOx Reduced (gm) - Retained Users	(4,356)
VOC Reduced (gm) - Retained Users	(5,045)
Yearly	
NOx Reduced - New Users	(792,586)
VOC Reduced - New Users	(918,021)
NOx Reduced - Retained Users	(1,088,950)
VOC Reduced - Retained Users	(1,261,288)
KG (Daily)	
NOx Reduced - New Users	(3.17)
VOC Reduced - New Users	(3.67)
NOx Reduced - Retained Users	(4.36)
VOC Reduced - Retained Users	(5.05)
Tons (Daily)	
NOx Reduced - New Users	(0.0035)
VOC Reduced - New Users	(0.0040)
NOx Reduced - Retained Users	(0.0048)
VOC Reduced - Retained Users	(0.0056)
Total Emissions Reduced (Tons/Day)	
NOx Reduced - (New + Retained Users)	(0.0083)
VOC Reduced - (New + Retained Users)	(0.0096)

Employer Partner Employee Travel Survey - Transit Calculation

Survey Respondents	11,492	
Transit Placement Rate		
New placement rate	2.7%	
Retained placement rate	7.1%	
Estimate number of new placements	305	= Survey Respondents x New Placement Rate
Estimate number of retained placements	812	= Survey Respondents x Retained Placement Rate

Vehicle Trip Calculation (comparison of current and prior modes)

New VTR Factor	(1.37)	= daily trips reduced / total new placements
Retained VTR Factor	(1.42)	= daily trips reduced / total retained placements

Employer Partner Employee Travel Survey - Transit Calculation Cont.

Transit VT Reduced (daily)		
(placements x VTR factor)		
	(new)	(418)
	(retained)	(1,151)
One-way Trip distance (mile) - New		14
One-way Trip distance (mile) - Retained		12
Transit VMT redeuced (daily)		
	(new)	(5,833)
	(retained)	(14,246)
Adjust VT/VMT for SOV access		
Percent SOV Access - New		32%
Adjusted VT reduced - New		285
Access distance (miles) - New		6.4
Adjusted VMT reduced - New		(4,984)
Percent SOV Access - Retained		28%
Adjusted VT reduced - Retained		(826)
Access distance (miles) - Retained		5.9
Adjusted VMT reduced - Retained		(12,329)

Employer Partner Employee Travel Survey - Transit Calculation Cont.

Emissions Reduced	
Daily	
NOx reduced (gm) - new users	(5,731)
VOC reduced (gm) - new users	(6,639)
NOx reduced (gm) - retained users	(14,179)
VOC reduced (gm) - retained users	(16,423)
Yearly	
NOx reduced - new users	(1,432,867)
VOC reduced - new users	(1,659,634)
NOx reduced - retained users	(3,544,681)
VOC reduced - retained users	(4,105,666)
KG (Daily)	
NOx reduced - new users	(5.73)
VOC reduced - new users	(6.64)
NOx reduced - retained users	(14.18)
VOC reduced - retained users	(16.42)
Tons (Daily)	
NOx reduced - new users	(0.0063)
VOC reduced - new users	(0.0073)
NOx reduced - retained users	(0.0156)
VOC reduced - retained users	(0.0181)
Total Emissions Reduced (Tons/Day)	
NOx reduced - (new + retained users)	(0.0219)
VOC reduced - (new + retained users)	(0.0254)

Employer Partner Employee Travel Survey - Telework Calculation

Survey Respondents	11492	
Telework Placement Rate		
New Placement Rate	1.1%	
Retained Placement Rate	4.9%	
Estimate number of new placements	127	= Survey Respondents x New Placement Rate
Estimate number of retained placements	563	= Survey Respondents x Retained Placement Rate

Vehicle Trip Calculation (comparison of current and prior modes)

New VTR Factor	(0.57)	= daily trips reduced / total new placements
Retained VTR Factor	(0.17)	= daily trips reduced / total retained placements

Employer Partner Employee Travel Survey - Telework Calculation

Telework VT Reduced (daily)	
(placements x VTR factor)	
(new)	(72)
(retained)	(98)
One-way Trip distance (mile) - New	24
One-way Trip distance (mile) - Retained	21
Telework VMT Reduced (daily)	
(new)	(1706)
(retained)	(2076)
Adjust VT/VMT for SOV Access	
Percent SOV Access - New	NA
Adjusted VT reduced - New	NA
Access distance (miles) - New	NA
Adjusted VMT reduced - New	NA
Percent SOV Access - Retained	NA
Adjusted VT reduced - Retained	NA
Access distance (miles) - Retained	NA
Adjusted VMT reduced - Retained	NA

Employer Partner Employee Travel Survey - Telework Calculation

Emissions Reduced	
Daily	
NOx Reduced (gm) - New Users	(1962)
VOC Reduced (gm) - New Users	(2273)
NOx Reduced (gm) - Retained Users	(2387)
VOC Reduced (gm) - Retained Users	(2765)
Yearly	
NOx Reduced - New Users	(490600)
VOC Reduced - New Users	(568242)
NOx Reduced - Retained Users	(596751)
VOC Reduced - Retained Users	(691194)

KG (Daily)	
NOx Reduced - New Users	(1.96)
VOC Reduced - New Users	(2.27)
NOx Reduced - Retained Users	(2.39)
VOC Reduced - Retained Users	(2.76)

Tons (Daily)	
NOx Reduced - New Users	(0.0022)
VOC Reduced - New Users	(0.0025)
NOx Reduced - Retained Users	(0.0026)
VOC Reduced - Retained Users	(0.0030)

Total Emissions Reduced (Tons/Day)	
NOx Reduced - (New + Retained Users)	(0.0048)
VOC Reduced - (New + Retained Users)	(0.0056)

Employer Partner Employee Travel Survey - Bike Walk Calculation

Survey Respondents	11492	
Bike/Walk Placement Rate		
New Placement Rate	0.40%	
Retained Placement Rate	1.01%	
Estimate number of new placements	46	= Survey Respondents x New Placement Rate
Estimate number of retained placements	116	= Survey Respondents x Retained Placement Rate

Vehicle Trip Calculation (comparison of current and prior modes)

New VTR Factor	(0.91)	= daily trips reduced / total new placements
Retained VTR Factor	(1.10)	= daily trips reduced / total retained placements

Employer Partner Employee Travel Survey - Telework Calculation

Bike/Walk VT Reduced (daily)	
(placements x VTR factor)	
(new)	(42)
(retained)	(128)
One-way Trip distance (mile) - New	13.94
One-way Trip distance (mile) - Retained	12.38
Bike/Walk VMT Reduced (daily)	
(new)	(586)
(retained)	(1,583)
Adjust VT/VMT for SOV Access	
Percent SOV Access - New	NA
Adjusted VT reduced - New	NA
Access distance (miles) - New	NA
Adjusted VMT reduced - New	NA
Percent SOV Access - Retained	NA
Adjusted VT reduced - Retained	NA
Access distance (miles) - Retained	NA
Adjusted VMT reduced - Retained	NA

Employer Partner Employee Travel Survey - Telework Calculation

Emissions Reduced	
Daily	
NOx Reduced (gm) - New Users	(674)
VOC Reduced (gm) - New Users	(781)
NOx Reduced (gm) - Retained Users	(1,821)
VOC Reduced (gm) - Retained Users	(2,109)
Yearly	
NOx Reduced - New Users	(168,514)
VOC Reduced - New Users	(195,183)
NOx Reduced - Retained Users	(455,134)
VOC Reduced - Retained Users	(527,163)
KG (Daily)	
NOx Reduced - New Users	(0.67)
VOC Reduced - New Users	(0.78)
NOx Reduced - Retained Users	(1.82)
VOC Reduced - Retained Users	(2.11)
Tons (Daily)	
NOx Reduced - New Users	(0.0007)

VOC Reduced - New Users	(0.0009)
NOx Reduced - Retained Users	(0.0020)
VOC Reduced - Retained Users	(0.0023)
Total Emissions Reduced (Tons/Day)	
NOx Reduced - (New + Retained Users)	(0.0027)
VOC Reduced - (New + Retained Users)	(0.0032)

Employer Partner Employee Travel Survey - Compressed Work Week Calculation

Active DB Registrants	11492	
Compressed Work Week Placement Rate		
New Placement Rate	0.51%	
Retained Placement Rate	4.74%	
Estimate number of new placements	58	= Survey Respondents x New Placement Rate
Estimate number of retained placements	545	= Survey Respondents x Retained Placement Rate

Vehicle Trip Calculation (comparison of current and prior modes)

New VTR Factor	(0.38)	= daily trips reduced / total new placements
Retained VTR Factor	(0.10)	= daily trips reduced / total retained placements

Employer Partner Employee Travel Survey - Compressed Work Week Calculation

Compressed Work Week VT Reduced (daily)	
(placements x VTR factor)	
(new)	(22)
(retained)	(56)
One-way Trip distance (mile) - New	24
One-way Trip distance (mile) - Retained	22
Compressed Work Week VMT Reduced (daily)	
(new)	(525)
(retained)	(1220)
Adjust VT/VMT for SOV Access	
Percent SOV Access - New	NA
Adjusted VT reduced - New	NA
Access distance (miles) - New	NA
Adjusted VMT reduced - New	NA
Percent SOV Access - Retained	NA
Adjusted VT reduced - Retained	NA
Access distance (miles) - Retained	NA
Adjusted VMT reduced - Retained	NA

Employer Partner Employee Travel Survey - Compressed Work Week Calculation

Emissions Reduced	
Daily	
NOx Reduced (gm) - New Users	(604)
VOC Reduced (gm) - New Users	(699)
NOx Reduced (gm) - Retained Users	(1403)
VOC Reduced (gm) - Retained Users	(1626)
Yearly	
NOx Reduced - New Users	(150905)
VOC Reduced - New Users	(174788)
NOx Reduced - Retained Users	(350874)
VOC Reduced - Retained Users	(406404)

KG (Daily)

NOx Reduced - New Users	(0.60)
VOC Reduced - New Users	(0.70)
NOx Reduced - Retained Users	(1.40)
VOC Reduced - Retained Users	(1.63)

Tons (Daily)

NOx Reduced - New Users	(0.0007)
VOC Reduced - New Users	(0.0008)
NOx Reduced - Retained Users	(0.0015)
VOC Reduced - Retained Users	(0.0018)

Total Emissions Reduced (Tons/Day)

NOx Reduced - (New + Retained Users)	(0.0022)
VOC Reduced - (New + Retained Users)	(0.0026)